

CONSULTING AND STUDIES

Event marketing and management expertise is valuable not only in (1) the design and production of civic, corporate and sporting events, but also in (2) considering the merit or possibilities inherent in events and other properties.

We provide such analysis in order to allow our clients to make detailed, intelligent and fully-informed evaluations of areas including, but not limited to:

- ▶ *Opportunities and pitfalls involved in the bidding and/or hosting of high-impact events* such as Olympic Games, Pan American Games, world single-sport championships or other events;
- ▶ *Opportunities for brand, marketing and sales impact* through the use of special events and sponsorship;
- ▶ *Revenue opportunities* which may be available either from a more aggressive use of facilities, or from a redeveloped facility or area, through the medium of special events;
- ▶ *Venue design reviews* suggesting facilities or modifications that will make a site more amenable to special events in the future and provide potential additional sources of revenue, better accommodations for specific user groups, or both.

Examples of such management consulting efforts have included, but are not limited to:

- ▶ *California State Parks Foundation*
A 1993 review, in conjunction with J.R. Associates, Inc., of opportunities to bring significant corporate support to the Parks System, while not interfering with its mission of preserving public lands. The applicability and advisability of corporate sponsorships, licensing and merchandising, membership programs and the leveraging of site concession rights were each reviewed and suggestions made for program implementation.
- ▶ *California Sesquicentennial Foundation*
Developed a multiple-tier program for local and statewide events in 1996 to celebrate the 150th anniversary of gold discovery (1848-1998), the Gold Rush (1849-1999) and California Statehood (1850-2000). Developed in conjunction with Oracle One Partners, the program touched a broad audience, focusing on agriculture and food in “California’s Gold” for 1998, entertainment and new media in “California Dreamin” for 1999 and diversity as represented by a parade of tall ships from around the world in “California, Here I Come” in 2000.
- ▶ *Southern California Committee for the Olympic Games*
Assisting with the Los Angeles bid for the 2016 Olympic Games, reviewed the competition, training, residential and support sites, assuring compliance with the International Olympic Committee standards and looking for operational synergies. The selection of sports and facilities was arranged to appeal to international sports officials and IOC members and was considered technically excellent in the domestic review of the bid proposals for 2016.