



WHITE PAPER



About Us

Festival Management Group, Inc. (FMG) is a full service event management, production and consulting company headquartered in Delray Beach, Florida. We provide a degree of event expertise rarely found with other local event management companies. Not only does our planning and engagement team have real world, award-winning, expertise, but they are also “Certified Festival & Event Executives,” having completed a two-year certification program offered through the International Festival & Events Association.

Founders are responsible for the creation and production of the South Florida Garlic Fest and Bacon & Bourbon Fest, Wellington Hot Chili Cool Wings, Craft Cocktail Series as well as the management of a variety of large scale festivals and events in south Florida such as the 56 year-old Delray Affair and LagoonFest. Our team is often behind-the-scenes running events and are involved in more than just the planning and execution of the event. Brand building, marketing and communication strategy is our strength and our team and associates are experts at the creative, technical and logistical elements that help an event succeed. This includes event design, operations, audiovisual production, scriptwriting, logistics, budgeting, sponsorship sales, onsite activations, community building, contract negotiation and, above all, client service.

Event management is considered one of the strategic marketing and communication tools by companies and municipalities of all sizes. ***We sell ourselves on our ability to make anything happen!*** FMG recognizes it's not always a big budget business and offers a range of packages to suit individual needs. The management of any event is a full-time challenge, and should be entrusted to a qualified professional staff. Our services cover a wide range of entertainment related areas, included but not limited to: Regional artists and entertainment, national touring headlining attractions, wedding entertainment coordination, corporate and special event management and talent buying for festivals, fairs, events and clubs. We cater to the needs of city and state government organizations for programming their theatres, venues, and amphitheaters with great entertainment. We book long and short term; one single performance to a full summer series of excellent community entertainment. Events and Festivals benefit by FMG's knowledge of festival event programming and planning. At the very heart of how we work is a clear belief that working relationships are the make or break of a good and well run event.

We get involved in a project because we believe in it. Our clients have nearly always been referred to us because either they have an exciting project or idea, but are not equipped to properly deliver it, or because they have got into problems and need some independent advice as to how to move forward.

Fee for Services

Once we've agreed to represent a client, we will outline the scope of services and provide a detailed quote regarding fee for our services. Sometimes this is a simple one off fee, other times it may be an annual retainer or advanced deposit. We may also enter into a longer term arrangement that sees the delivery of the final product for multiple years.

Once on board, we can manage a budget for the client, acting as their agents to cost the job, discuss the options they have to approach ways of delivering it, involving the client as much or as little as they want. Once we're agreed that we have the right suppliers, we will award the contract, discuss and draw up specifications and schedules of work, ensure suppliers have appropriate insurance, risk assessments, method statements etc. and finally manage them on the ground through to the culmination of the project.

We find this a very attractive and efficient way of working. We preserve open and transparent accounting and reconciliation all the way through and our client has the contractual and financial relationship with the suppliers. We hold to the project budget that is approved with our client and that is the budget we deliver. If, as sometimes inevitably happens, the budget needs to be altered, then that is only done on the client's direct authority.

Range of Marketing Services in Community Relations

Festival Management Group was initially developed through the dreams of two community advocates who realized that events would help to drive awareness and traffic to economically developing areas. Evolving from an advertising, marketing, and design agency, and seeing a need to develop a cohesive brand around cities, and events, our community involvement sparked a passion for the event business where we naturally and successfully transitioned and molded our marketing skills around full-service event management, production, and event marketing consulting.

Throughout our history in South Florida, Festival Management Group has specialized specifically in event marketing, public relations, graphic design, advertising, full service event management, event production, and event consulting. Our organization has experience marketing and producing small to large scale, internationally award-winning events. Our event marketing expertise includes commercial concerts, food and entertainment events, parades, community events, non-profit fund-raisers, galas, golf tournaments, prayer breakfasts, as well as large-scale festivals that attract over 250,000 attendees annually. It is important to note, that although our programs are always memorable for the attendees, our experience allows us to ensure that they are also on time and on budget!

For traditional media, we have incredible long-term relationships and experience with a vast list of media partners locally, and nationally, and regularly negotiate media buys or in-kind media partnerships and advertising.

In addition to traditional media channels, we have a unique expertise in the development and implementation of customized event specific marketing and advertising campaigns, and have extensive knowledge of social/digital media marketing and strategies for both community relations and event engagement.

We are also incredibly proud of our ability to “think outside of the box.” The development of ‘Guerilla Marketing’ tactics and creative cross-promotional campaigns with local businesses and restaurants is something that is incredibly affordable, but often times overlooked. In looking at Delray Beach, it was our ability to market and position homegrown events that was one of the keys in the success of turning Delray Beach into a tourist destination, and winning awards such as “Most Fun Town.” It continues to be our experience, which has recruited Festival Management Group into both Lake Worth, Wellington, Hallandale and Pembroke Pines to produce events that are sure to stand out and create an event standard for neighboring cities.

In addition to our community facing expertise, managing tight deadlines, and many moving pieces requires Festival Management Group to be incredibly organized and efficient. All projects are tracked in project management software, resulting in real time communications and avoidance of overlap or duplication of tasks. We have strong organizational and communication skills, unparalleled attention to detail, and are timeline driven and task oriented.

Stability, track records and knowledge in providing community relations marketing services:

Festival Management Group principal, Nancy Stewart, has over 33 years’ experience in the marketing and advertising industry, 25 of which specialized in event marketing, specifically community based events. Over these 25 years, Festival Management Group, has expanded on small-scale homegrown community events and turned them into internationally award winning events, which have been featured on hundreds of websites as “Top Things To Do in Florida,” “Top Events in the Country,” and have also been featured on the Food Network’s program “Unwrapped” and Food Channel’s “Carnival Eats”!

More importantly, Festival Management Group has increased event attendance each year, resulting in combined economic impacts of over \$6,000,000 annually.

How our firms experience directly benefits a municipality or client:

Festival Management Group has a successful, proven, track record with the ability to increase economic impacts for communities with which we work. This economic impact is measurable based upon our experience in implementing marketing and advertising tactics, which expand awareness of events and increase attendance, while driving awareness to the community and attracting visitors to the desired areas. In addition, due to our experience in producing events, we also have unique knowledge in the management and retention of sponsorships, partnerships with suppliers, and engagement with volunteer organizations.

We have over 25 years' experience in the community event industry as it relates to conceptualization, management, marketing, promoting, and production. We maintain an extensive database of press contacts, sponsors, exhibitors and suppliers. Our experience allows us to foresee event management issues that may result, and address them prior to incurring additional cost. And although we are able to outsource graphic design services as the city desires, we also have the capability to do the majority of these services in-house, allowing for a substantial discount on both graphic design and web-updating fees.

Our testimonial for the ability to market and promote events is our track record of success. We have been awarded over 100 state and international awards for the events we have marketed, managed, or produced, while developing a cohesive community brand. These awards are for all areas of the event marketing and management process, to include marketing design, social media, web development, advertising, promotion, and reporting. Festival Management Group is the local expert on community events and marketing, with our principal having sat on the board for FFEA, and having been a speaker at both FFEA and IFEA. There is no firm more qualified in South Florida.

Production and Management Services:

- Apparel
- Budgeting
- Consulting
- Contracts
- Décor
- Entertainment Component
- Equipment Rentals
- Event Promotion Management
- Event Staffing
- Exhibitor Component
- Food Concessions
- Lighting
- Logistics
- Marketing, Media & Public Relations
- Operations Component
- Permitting
- Advertising & Graphic Design
- Professional Event Security Services
- Project Management
- Research
- Site Design & Management
- Sponsorship Development
- Staging
- Technical Services
- Volunteer Component