



event
planning



Who We Are

LS2group offers full-service event planning and management to meet your needs. We can manage all event details from start to finish or specific elements, depending on your needs.

Our team is made up of a talented group of experts that has experience planning events of all sizes – from luncheons and galas to groundbreakings and conferences.

We have developed relationships with top vendors, venues, and entertainment to help create amazing experiences for you and your guests.

Each event is unique. Our team takes time to listen to your needs and applies creativity and innovation down to the smallest detail.

***LS2group will
take your event
from ordinary to
exceptional.***

Our Services

Ideation and Event Planning

LS2group provides event planning services from conception to execution to ensure you and your guests create lasting memories. This includes establishing a nonprofit organization and host committee if necessary. Our team will work with you from the beginning to develop a detailed strategic plan to guide the planning process. We will create overall goals and themes that will appeal to attendees and accomplish your mission.

Training and Curriculum Development

Our team is invested in providing access to the resources and training our clients need. We have experienced professionals who can assist with your thought leader training, seminar training, media training, and more. We can assist with developing corporate training programs and curriculum to provide valuable educational opportunities for your employees and/or members. Each training experience will vary depending on the need and is customized to fit your business.

Budgeting

Our team will develop a budget for your event that stays within your price range. We make sure you stay on track and within budget by establishing reasonable itemized cost estimates for each component of the event. The budget is maintained and assessed on a weekly basis. Our clients are kept well-informed of the budget status throughout the planning process to ensure there are no surprises.

Fundraising

LS2group can provide the tools necessary to assist with event fundraising and donations. We develop timelines, monetary and participation goals, and packages and tiers. Our experience and relationships allow us to identify and arrange meetings with target organizations, individuals, and companies.





We manage the details so you can focus on your business.

Site Selection

The site selection is an important component to the overall success of your event. The location and venue(s) should entice attendees and encourage participation, while meeting your space and budget requirements. Our team can assist with selecting the perfect location to meet your needs and manage contracts and all venue logistics.

Vendor Management

A strong relationship with vendors is a critical part of what makes an event run smoothly and according to schedule. At LS2group, we take the time to maintain strong relationships with vendors. We manage contracts and coordinate all details with vendors to save you time. Our team works with a variety of vendors, including:

- + Entertainment
- + Catering
- + A/V and Technology
- + Décor/Themes
- + Floral
- + Security
- + Transportation
- + Hospitality/Hotels
- + Gifts



Speakers and Entertainment

Speakers and entertainment acts can have a significant impact on the attendee satisfaction of an event. LS2group takes a proactive approach to identifying dynamic speakers who will deliver interesting content for your audience. We also take the time to identify and book entertainment that ties in with the overall theme and goals to create a well-rounded event.

Collateral and Design

Our team can design and manage all of your event collateral needs from conception and production of various materials such as logos, signage and booth displays, to design and placement of online advertisements as well as driving online traffic. We manage the details so you can focus on your business.





Media

LS2group has a deep understanding and relationships with media throughout the Midwest and nationally. Our team can help effectively showcase your event using traditional media and social media channels. We will develop and manage your entire event media strategy until after the event concludes. The media strategy includes:

- + Drafting and distributing press releases
- + Engaging reporters
- + Scheduling press interviews
- + Media training
- + Developing media press kits
- + Placing opinion editorials and letters to the editor
- + Conducting press conferences
- + Media monitoring

Crisis and Contingency Planning

LS2group has a team of experts who are well-trained and experienced in handling crisis situations. We develop crisis communication plans to proactively prepare for the unforeseen, anticipate potential challenges, and react quickly when challenges emerge.

Crowd-building

Our years of experience in event planning and relationship building allow us the knowledge and access to help turn out participants for your event. LS2group will work to understand your target audience and identify the appropriate individuals, groups and organizations to invite. Our team has a proven method of tracking and follow up to ensure a strong turn out.

***We always
follow through
to meet the goal.***

On-site Management and Execution

LS2group provides the necessary staffing to manage and support your event. We develop a run of show to keep everyone and everything on track. From set up to tear down, our team displays professionalism and enthusiasm that helps make the process more manageable for you and memorable for attendees.

Volunteer and Event Staffing

Volunteers and/or event staff are a key component to the success and efficiency of an event. LS2group develops volunteer strategies and event staffing plans that are unique for each event. Our team is well-equipped to handle volunteer outreach and recruitment as applicable, event staff plans and hiring, general communication, training, and on-site management.

Event Registration

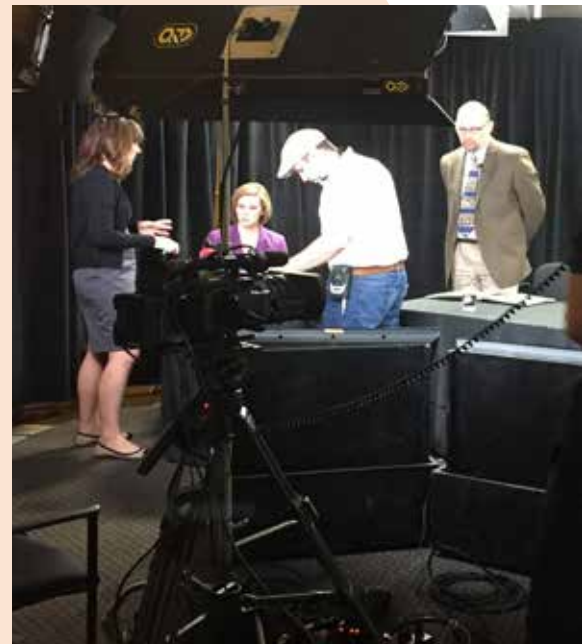
The registration process provides the first impression and can have a major impact on participants' overall satisfaction of an event. LS2group can provide the necessary tools, tracking, and staffing to ensure your registration process runs smoothly and efficiently for your attendees.

Post-Event Analysis

Our team develops event plans that include a clear set of metrics such as meeting attendance, media coverage, social media impressions, and more.

At LS2group, we recognize that a successful event is not only measured in metrics, but by less quantifiable areas such as media tone, and organic growth and distribution of messages. We work to provide an ongoing picture of the event's success by highlighting these dynamics for outside audiences and integrating this knowledge into future opportunities.

***We work
to provide
an ongoing
picture of
the event's
success.***



Testimonials

National Governors Association

"Proud of my staff, @LS2group, and all of the volunteers for making #NGA2016 a success! #iagov"

– Tweet from Iowa Governor Terry Branstad

"I had the privilege of serving on the board for the NGA 2016 Summer Meeting Committee. We worked directly with LS2group on all planning aspects of the summer meeting. The LS2group team was very organized and thoughtful in managing event details and ensuring Iowa was represented well to our nation's leaders and international guests."

– Jay Byers, CEO of the Greater Des Moines Partnership



Hard Rock Hotel & Casino, Sioux City

"LS2group has been a key event partner for Hard Rock Hotel & Casino Sioux City since before we broke ground. Their team was instrumental in planning and executing vital components of our day-long Grand Opening celebration, and the results absolutely blew us away. Regardless of the event audience or end goal, I have no doubt in LS2group's ability to meet and exceed expectations every time."

– Todd Moyer, General Manager of Hard Rock Hotel & Casino Sioux City



Iowa Fertilizer

"From the start of our construction project in southeast Iowa, LS2group has organized a variety of events for Iowa Fertilizer including many that featured state, national, and international officials. We have been able to rely on them to organize all facets of these events to help our company successfully highlight key milestones, the innovations in our facility, and our commitment to the local community."

– Larry Holley, President of Iowa Fertilizer Company



The Outreach Program

"As a new member of the Outreach team I was extremely impressed with how the event was set up and coordinated. The LS2group staff was fantastic and wonderful to work with. The coordination provided by LS2group was perfect. We hope to be able to work together on many more successful events."

– Mike Nass, Vice President of Sales for The Outreach Program

"We enjoyed the professional staff and executive team who worked well together with our staff and our clients. LS2group truly exceeded expectations and we are very pleased with the total experience. We look forward to working with LS2group on future programs."

– Floyd and Kathy Hammer, Founders of The Outreach Program





To learn more about
the event planning and
management services
offered by LS2group,
please contact:

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LS2group.com

