



COMPANY

*Profile*

# TRANSFORMING EXPERIENCES...

## COMPANY OVERVIEW

Welcome to Eventistry, an integrated marketing and digital agency where strategic innovation meets human connection.

We are a multicultural collective of creators and strategists, passionate about redefining narratives and creating meaningful interactions between brands and their audiences.

Our strength lies in our diversity, our experience, and our unwavering commitment to delivering exceptional results. We don't just generate ideas; we turn them into purposeful brand interactions that drive growth and make a real difference.

At Eventistry, we're not just transforming brands, we're Transforming Experiences.



# We make history!

## Growth

Our growth story is a testament to our relentless pursuit of excellence and the trust our clients place in us. With each passing year, we have expanded our horizons, delivering exceptional results and propelling brands forward. Our strategic approach and innovative solutions have fuelled our journey, allowing us to establish a global presence and drive meaningful growth for our clients. Each milestone inspires us to keep transforming experiences and setting new benchmarks.

## Company History

Eventistry, five years in the making, stands proud as a testament to resilience, creativity, and dedication, having scaled heights and crossed borders. It's a story we're proud of and one that continues to evolve.

## Milestones

We're proud to maintain a 100% positive client feedback, and we've successfully delivered over 100 projects worldwide. With a diverse portfolio of over 50 clients across Middle East, Europe, and the APAC region, we continue to grow, extending our footprint with new offices in the Maldives and Dubai. Each milestone inspires us to keep transforming experiences and setting new benchmarks.





*Ishara  
Gooneratne*

Managing Director



*Karin  
Wijeratne*

Co-Founder /  
Chair Person



*Ifham  
Ariff*

Co-Founder /  
Managing Partner



# How we do What we do.

What is your business about? What challenges are you faced with? What issues tend to crop up with members and clients? By delving straight into your business, its working culture and future plans, we become a part of your team.

Let us look after the details and the heavy lifting that comes with planning and managing a professional event, from our wide network of preferred vendors, industry connections and years of experience within the team.

This is where we thrive! At Eventistry, our core resonates passionately with events. We love being on site, production plans, schedules, deadlines and punch lists that come along with managing an event. From meticulous management of location, AV components, catering to on site coordination, we ensure every detail is looked after.



# Partnerships

We're thrilled to introduce you to our big family of over 50 partners, from local hotshots to global players. It's all about trust, creativity, and cooking up memorable experiences. Fancy a glimpse into our diverse network? You're in the right place! This tapestry of alliances represents the power and reach of our strategies. Enjoy exploring our partnerships, each story a testament to the unique journey we've embarked upon together.

# Partnerships





*out of the box*

# WHAT WE DO BEST

*Unique*

## Digital Marketing



Unlock the power of digital with our strategic approach, innovative campaigns, and expert insights to drive growth and maximise brand impact.

## Event Management



Crafting unforgettable experiences with our meticulous planning, creative execution, and seamless event management expertise.

## Software Development



Unlock innovation with custom software solutions. From cutting-edge technologies to competitive pricing, we deliver tailored efficiency.

## Sports



Elevate sporting moments with our passion for the game, comprehensive sports management solutions, and exceptional event delivery to create impactful sports experiences.



# Digital

## HOW DO WE APPROACH THE TASK OF GROWING YOUR BUSINESS?

Our think tank is totally immersed in finding the answer to this question. We will dive into consumer insights, ecosystem planning, reframing problems to enable businesses to think, act and communicate more effectively in an ever connected world.

## Consumer Segmentation

Identify users' needs, motivations, and behaviours to target them effectively.

## Communication & Content Planning

Identify customer touch points and connect with users at each stage.

## Consumer Journey Mapping

Drive targeted leads, improve user flows, and increase conversion rate.

## Campaign Development

Understand key drivers, market trends, and opportunities for growth.

## Brand & Digital Strategy

Implement strategies to identify, target, reach and remarket to audiences.

## Service Design Strategy

Track progress and set priorities with key milestones.

## Ecosystem Strategy

Identify customer touch points and connect with users at each stage.



## Search Engine Optimisation

We optimise the laser-targeting and audience reach of Facebook with an advertisement that gets in front of the right people.

## Marketing Automation

Automate the sales & marketing process so that a lead is easily converted into a client.

## Content Marketing

Our skilled team will create a conversion-driven content marketing strategy applying our expert SEO tactics and lead generation knowledge.

## Inbound Marketing

We find the channels that work and pour gasoline on it.

## Performance Marketing

Our performance team blends industry-leading strategies, continuous optimisation, and passion with performance to get you the most action for your unique budget.

## Lead Generation

We bring in multiple relevant and targeted leads.



## CORPORATE EVENTS

As corporate event organisers , no corporate event is too small or too big for us. Our corporate event management services range from conceptualisation of your event to completion, which includes managing venues, suppliers, logistics, technical support and more. We create a unique and unforgettable experience for your company and guests.

## CONFERENCES

Looking for help with an employee, leadership or sales conference? As professional conference organisers we create conferences with both local and international clients that inspire, engage and motivate. From venue, stage, latest production trends to ensuring your messages are communicated loud and clear, we deliver tangible results.



# Events

## HYBRID EVENTS

A hybrid event is a tradeshow, conference, seminar, workshop or other meeting that combines a "live" in-person event with a "virtual" online component. Our in-house digital and event team can help you effectively combine or seamlessly pivot from your virtual conference or webinar to a hybrid event. The future of the event industry is looking more at hybrid events to offer an effective way for you to increase participation and significantly extend the reach of your live event through online events. No longer will anyone who wishes to attend the event have to miss out if they are unable to physically attend for any reason.

## FESTIVAL MANAGEMENT

Our team of festival and event management professionals have specialized in producing events from concept to production for over 15 years. We work with festivals both international and local, from the more traditional planning aspects to stage management, production and design. Using a "dare to be different" approach, we work with our clients to ensure that every festival goer leaves one of our events feeling valued, inspired and motivated.

## TRADE SHOWS

When it comes to trade shows, international trade fairs or exhibitions, we offer you a wide range of services to support your every need. Our leading trade fair organizing team will handle the full nine yards from marketing campaigns to lead management and event coordination, while helping you deliver the right message to your audience before, during and after an event.





# Software Development

**WE CREATE THE BEST  
CUSTOM SOFTWARE WITH  
LOTS OF THOUGHT AND CARE.**

We collaborate with startups and businesses of all kinds to create unique apps and technologies that truly change the world.

# Software Development



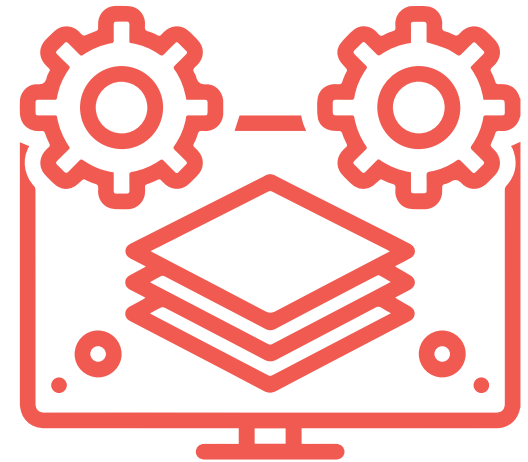
## User Experience

Highly specialised in producing a quality user experience for a given digital product.



## Mobile App Development

Cross Platform, Native and Hybrid mobile development.



## Full Stack Development

SPA, API and Cloud Development.





# Audit Services

Unlock customer insights. Our Audit Services leverage impartial market research to uncover valuable feedback, empowering you to enhance products and services based on a deep understanding of customer preferences and needs.



## Infrastructure

Hosting performance, scalability, hosting vendor and contract - business process methods.

## Creative

Digital asset review, online and offline integration, messaging and content marketing.

## Analytics

Technology review, configuration analysis, data collection and management.

## UI / UX

User experience review, conversion optimization analysis, CMS, ecommerce, CRM, marketing automation, custom applications, intranet and extranet.

## Competition

Point-by-point benchmarking, budget, resource comparisons, website evaluations and SWOT analysis.

## Vendors

Interviews, assessments, scoring, recommendations and introductions.

## Staff

Capability and composition assessment, coaching and training.

## Digital Media & Channels

Search marketing (organic and paid), display advertising, social media, email marketing, community development, mobile and online PR.

# Store Audits

## Product Placement

- On the shelf
- Off the shelf
- Other customer touch points
- Variation availability
- Visibility
- Shelf share.

## Competitor Product Placement

- On the shelf
- Off the shelf
- Other customer touch points
- Variation availability
- Visibility
- Shelf share

## Pricing

- Brand vs. competitors

## Promotional Material

- On the shelf
- Off the shelf
- Other customer touch points
- Variation availability
- Visibility
- Shelf share

# Media Buying





**Media buying, a core part of the advertising process, is as much a skill as it's an art. There's a lot that goes into the process of developing a customised media mix and strategy for each client.**

## **Analyze**

When working with a new client our first step is to take a deep dive into the brand from both an analytical and holistic perspective. We believe that to succeed as your marketing partner, transparency is of paramount importance.

## **Develop Customer Profile**

From the info we gathered in the analysis phase, we develop a robust customer profile. To construct a successful marketing campaign, we must first profile what character traits the ideal customer has.

## **Implement**

Once we've successfully identified a winning customer profile, we start to build out a series of data-based audiences to acquire new customers within identified channels..



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