

# Specialists in Technology Marketing

## Event Management Packages |

Engage Government, Healthcare, Banking & Finance and Enterprise technology buyers.





**Guaranteed  
customer  
engagement**



## An agency with a difference.

We build B2B events to accelerate pipeline generation and shorten sales cycles for more sustainable ROI for technology innovators.

**Best Case Scenario (BCS)** prides itself in its ability to act as a seamless extension for marketing professionals looking for marketing and event support.

The Best Case Scenario team is comprised of professionals from diverse backgrounds and experience allowing us to align and respond to our client's needs and priorities.

- The team have over 100 years combined event and marketing experience.
- BCS founder, Luli Adeyemo, spent 6.5 years with Gartner where she launched their entire IT Symposium/Xpo.
- As a team, we leverage the diverse backgrounds and experiences of passionate strategic and tactical marketers and event managers.



# Unique industry engagement.

Through our work with various industry associations and clients we understand the priorities and needs of technology buyers within key sectors.

## Government

Our team have spent years working with Australian government representatives, advocacy organisations and non-profits. Our knowledge and connections within this sector are what sets us apart.

## Healthcare

Our commitment to the Healthcare Sector is rooted in the development of programs with partners and clients to drive awareness, education and adoption of Technology in Healthcare.

## Financial Services & Banking

Technology is transforming the financial services sector and our team relish connecting overseas FinTech start-ups seeking new revenue sources within Australia.

## Technology Channel Marketing

We help technology innovators successfully market via the channel.

# Event Management Packages

Engage C-level tech buyers, for bespoke packages please contact us direct with your requirement.

## Executive Round Table | Morning, Afternoon or Evening

**From AUD**

**\$8,000 +GST\***

(Create & Issue invites, coordinate attendance, food & beverage coordination OR virtual platform set up, follow-up report)

**A high level conversation with several chosen speakers that bring a variety of perspectives to a subject, to attract a c-suite audience.**

8-10 participants  
1 hour networking session

**With Industry Analyst Moderation  
Add AUD \$10,000 +GST**

Analyst Moderator  
Post Discussion Report

## Executive Briefings | Morning, Afternoon or Evening

**From AUD**

**\$15,000 +GST\***

(Create & Issue invites, coordinate attendance, food & beverage coordination OR virtual platform set up, follow-up report)

**A highly customised and customer-centric dialogue between key decision makers from high potential accounts and subject matter experts from the host company**

Up to 100 participants  
1 hour networking session

**With Industry Analyst Moderation  
Add AUD \$10,000 +GST**

Analyst Moderator  
Post Discussion Report

## Half Day/Full Day Event

**From AUD**

**\$25,000 +GST\***

(Create & Issue invites, coordinate attendance, food & beverage coordination OR virtual platform set up, follow-up report)

**Custom-made educational sessions, workshops or events structured around building and nurturing relationships.**

Up to 250 participants  
1 hour networking session

**With Industry Analyst Moderation  
Add AUD \$10,000 +GST**

Analyst Moderator  
Post Discussion Report

\*Prices will depend on scope of event and exclude all third party supplier costs

# The Future of Events

## The world looks a little different now...

The landscape of events has changed significantly over the last two years. When people could not gather physically, we pivoted to virtual. This has been challenging for some agencies, for Best Case Scenario we took this in our stride due to our vast experience in event production, logistics and technical expertise at the highest level. Now restrictions have eased, the demand for in-person is greater than ever, however the threat of lockdowns/restrictions is never far away, which is why we can support in-person, virtual, or a hybrid mix of both.

Hybrid experiences require strong tech expertise. More than pure physical or total virtual, the hybrid space can complicate feed integrity, acquisition of simultaneous unique content sources, synthesis of live and pre-recorded content, engagement for both live and virtual audiences, a mix of speakers/presenters, and performers in various levels of interaction. Ensuring that your event includes very strong technical expertise at the earliest planning stages is key to anticipating and dealing with such factors.

We ensure our team members, partners and clients are tightly aligned, leveraging real-time workflows and processes. We harmonise across the teams to ensure we are always progressing the project.

We never stop pushing the limits of our space, we always consider ways we can improve performance, timelines and reliability to create a seamless attendee experience.



B2B EVENT  
ORGANISER



GO TO MARKET  
STRATEGY



TARGETED  
MARKETING FOR  
GROWTH

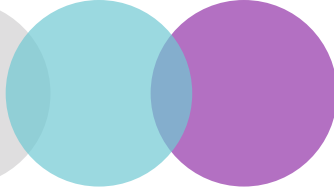


FOSTER  
THOUGHT  
LEADERSHIP



TRADE  
MISSIONS

# Event Management | Optional Add-Ons



We also offer additional marketing services to enhance event audience engagement.



**Persona Development –**  
Audience Acquisition



**Speaker Recruitment –**  
Guarantee participation



**Content Creation –**  
Infographics, whitepapers, blogs



**Theme Development –**  
Solidify Differentiation



**Sales Team Alignment Workshop –**  
Effective selling & engagement



**Executive Journey Mapping**  
Engage beyond roundtable

# What Our Clients Say About Us



“With uncertainty around hosting a conference during a global pandemic, it was decided that the Value-Based Health Care Conference needed to be hybrid to ensure success. To support the technical elements to run a hybrid event, we reached out to Best Case Scenario. Their expertise in understanding the complexities of running such a technical event program was clear from the start. The team not only provided confidence, but they also delivered it too, with some delegates informing that it was the best hybrid event they have ever attended! We cannot recommend BCS highly enough and would not hesitate to work with them again.”

**Lisa Robey** | Engagement and Business Director  
**Australian Healthcare & Hospitals Association**



“Best Case Scenario supported our go-to-market research phase where we leveraged their expert market research skills, local knowledge and strong network to make important connections with our audience, as well as forge long-term partnerships with associations and key thought leaders.”

**Joe Aherne** | Founder and CEO  
**Leading Edge Group**



“Microsoft worked with BCS to deliver a national series of events, to Educators around Australia, with an international guest speaker as the headline. The entire event series was managed with a detailed approach, and the BCS team delivered a high engagement, well executed, thoughtful event. The team went over and above as needed, and nothing was ever too hard, or out of scope.”

**Emily Weight, Product Manager, Microsoft Devices and Surface, Education | Microsoft**

# Best Case Scenario Team



**Luli Adeyemo, Director**

**Previous Employment:** Gartner

Well connected, strategic thinker, passionate about the impact of technology especially within healthcare.



**Simone Hulse, Executive Producer**

**Previous Employment:** Gartner, Jack Morton

Bring producers, program, event professionals and technical experts together providing innovative virtual, hybrid and live experiences that unites audiences.



**Lenka Hulmes, Creative Consultant**

**Previous Employment:** Our Agency, FPC

Strategic UX designer and brand builder, with a passion for all things sustainable and ethical.



**Jen Murray, Marketing Consultant**

**Previous Employment:** Gartner, WindRiver, Polycom

Mix of traditional and digital marketing expertise, persona development, marketing strategy.



**Stacey Hutchinson,  
Senior Events / Operations Manager**

**Previous Employment:** Gartner, 6 Degrees.

Excellent project management skills & goes above and beyond for clients.



**Elizabeth Mulhall, Business Growth Director**

**Previous Employment:** Melbourne Airport, HungryHungry

Passionate about maximising return on investment, and creating the plans that deliver greatness.



**Lara Chrystal, Marketing Consultant**

**Previous Employment:** Interpoint Events, Comexposium,

Founder of Matchstick Marketing, assisting small-medium brands through digital marketing and live event solutions.



**Theresa Rivera, Marketing Coordinator**

**Previous Employment:** Retail Sector

Business operations management within retail sector



# Current & Past Clients



# Thank you

Contact us for a meaningful conversation

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