



# CANADA'S *Premiere* EVENT PRODUCTION COMPANY

**SPECIALIZING IN LUXURY GALAS  
AND LIVE PERFORMANCE EVENTS**



The Event Group is a full-service event management and production company. We are specialists in the design and execution of luxury galas and live performance events.

Established in 1997, The Event Group has worked in partnership with our clients across North America to produce award winning corporate galas, conferences, seminars, high profile concerts, comedy shows, keynote speakers, corporate retreats, and fundraising events.



[WWW.EVENTGROUP.CA](http://WWW.EVENTGROUP.CA)





## OUR ADVANTAGE

### LUXURY EVENT PLANNING

The Event Group is a boutique company that designs and executes luxury events, unique to our client's goals and objectives.

### LIVE PERFORMANCE EVENTS

We have experience producing chart topping musicians and industry leading keynote speakers. We book with agents directly to save our clients 3rd party fees.

### WE ARE EXPERIENCED

Our team of Senior Event Producers have been producing luxury galas and live performances since 1997.

### ACCREDITED

The Event Group is a proud partner of the Canadian Federation of Musicians, International Event Producers Association, and the Canadian Live Music Association.

### NO MARK UP

We do not markup supplier fees and pass our vendor discounts on to our clients. The Event Group charges a management fee for our services and work to get our clients a return on their event investment.

### COMMUNITY

The Event Group prides itself on playing a vital role in the ongoing development of non-profit initiatives and identifying philanthropic partnership opportunities. Our team actively participates in initiatives supporting Veterans, arts and film, health, and more.



## OUR PROCESS

**1 DEVELOPMENT**  
Establish Event Goals and Objectives

**2 PRE-PRODUCITON**  
Strategic Planning

**3 PRODUCITON**  
Event Implementation and Management

**4 POST-PRODUCITON**  
Review Event Outcomes

The key to every successful event is research, planning, and action. The Event Group takes a wholistic approach in planning events through a careful examination of our client's goals and objectives, industry needs, demographics, organizational messaging, branding, desired outcomes, and budget. Our comprehensive experience provides our clients with a creative vision and a fresh approach to events, while maintaining structure and explicit attention to detail. Whether the event is large or small, our planning and execution is unmatched, and our goal is always to exceed expectations.



**DROP THE RUBBER  
CHICKEN GALA**

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