



EVENT PROPOSAL

Centuria



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About our COMPANY



Bloom'n Events Co.' mission is to become a premier and sought after event activation company that specialises in offering new, unique and engaging activities and experiences for all ages.

Bloom'n Events Co. will transform spaces into immersive experiences that captivate audiences with the aim to create lasting memories together with our vibrant team of staff who do what they love and love what they do.

With our collective experience of 40+ years in Retail Property Management, Business Management, Product Marketing and Placemaking, our Bloom'n Events Co. team understand the needs and ambition of spaces creating an engaging and lasting experience for our clients and their people.



Client's GOALS



A first-ever Business-to-Business Sundowner Networking Event by Centuria at 140 St Georges Terrace, bringing together up to 200 corporate executive representatives from key tenant businesses within 140SGT.

By hosting this event, Centuria seeks to:



- 1 Create a premium networking experience that builds new and strengthens existing relationships between businesses within 140 St Georges Terrace.
- 2 Deliver an engaging and memorable Thursday sundowner event with a sophisticated atmosphere, complemented by carefully curated canapés and drinks, while creating 'fun' and 'pizzazz'.
- 3 Establish a community spirit within the corporate building, encouraging collaboration, belonging and long-term connections.
- 4 Further enhance the building's profile as the premier business hub on the terrace, through a well-executed and professionally managed gathering that leaves guests looking forward to the next B2B event.

Event CONCEPT



SYNERGIES & COMPETITOR DYNAMICS

Target Audience

Industry professionals, executives, and decision-makers, business owners, entrepreneurs, and key stakeholders. Client expected attendance: 150-200pax

The tenant mix at 140 St Georges Terrace presents opportunities for both collaboration and competition. Financial and legal firms like Challenger, Morgans Financial, and Blackwall Legal can offer integrated client solutions, while engineering companies such as Downer Group and Nutbrook Engineering may collaborate on large-scale projects. Government and Indigenous organisations, including the Department of Veterans' Affairs and Indigenous Business Australia, have potential synergies in policy-making and service delivery. This diverse ecosystem fosters cross-industry cooperation, benefiting businesses and clients alike.

At the same time, competition exists in sectors such as recruitment, where Randstad and Talent International vie for clients, and financial services, where Aware Super and UniSuper target similar markets. Engineering consultancies like Senversa and Intellect Systems may also compete for contracts. While these businesses operate within the same building, their success depends on strategic positioning—leveraging synergies where possible while navigating competitive pressures effectively.



Event CONCEPT



EVENT THEME

Proposed Style & Location

Imagine a modern, sophisticated networking event themed with a white on black, reflecting Centuria's colour palette and gold for an elegant touch, set in the western end of the open-plan foyer.

The decor is minimalist yet elegant, featuring sleek signage elements, minimal furniture for an open plan standing cocktail event to maximise engagement and participation.

Giant Connect Four games serve as an interactive focal point, reinforcing engagement and networking.



Event CONCEPT



EVENT THEME

Branding & Messaging Alignment

Proposed Event Name: 'Connect 140'

The branding is elegant, professional, and strategic, using a black, white, and gold palette to convey luxury and exclusivity. The modern, minimalist decor keeps the look refined, while the Connect Four-inspired game reinforces connection, strategy, and engagement.

Overall, the event is positioned as a high-caliber networking opportunity that values professionalism, innovation, and collaboration in a stylish setting. The event branding remains consistent with the current corporate branding, whilst provides the opportunity for use at future networking events.

Proposed Event Logo Artwork - For consideration;



Event CONCEPT



EVENT THEME

Unique Thematic Elements

By incorporating playful yet purposeful interactions, it breaks down formal barriers, encourages collaborative problem-solving through industry-aligned challenges, and sparks meaningful dialogue in a relaxed group setting.

Themed activities also enhance memorability, ensuring attendees retain key contacts and insights, while structured participation prevents passive engagement, ensuring all executives contribute actively.

By aligning the theme with business goals like foresight and adaptability, it subtly reinforces professional objectives, transforming traditional networking into a dynamic platform for trust-building, innovation, and long-term partnerships.



Event CONCEPT



EVENT THEME

Budget Cost - \$2000
*Includes Design, construction for 200 pieces

How it works

Enhance guest engagement with a dynamic networking experience using Giant Connect 4 games strategically placed throughout the event space, complemented by mini Connect 4 games on bar tables for continuous interaction.

- Upon arrival, each guest receives a branded game card featuring suggested conversation topics and questions to encourage meaningful connections.
- Guests play in teams using the game card prompts to guide discussions.
- The winner of each round claims business cards from the losing team, fostering friendly competition and future networking.
- Guests store their collected business cards in an attached envelope on the back of their game card.
- The game card is branded with the event and Centuria logos, along with a QR code for post-event engagement and marketing (see Page 14).
- At the end of the evening, the guest with the most collected business cards wins a prize, i.e. voucher, bottle of wine, chocolates etc.

This activation aims to create a fun, interactive, and results-driven networking experience, encouraging connections that extend beyond the event.

Event CONCEPT



CATERING

Catering

For this elegant, high-calibre networking event held in late autumn, the catering should reflect sophistication, seasonality, and ease of networking. A high-end canapé and grazing-style service would be ideal, allowing guests to mingle effortlessly while enjoying refined, seasonal flavours;

- Elegant Canapés & Small Plates – Bite-sized, gourmet options that are easy to eat while networking.
- Decadent cheese and charcuterie station with seasonal fruits and honey
- A curated selection of fine wines, champagne, and craft beer
- Non-alcoholic options like sparkling apple cider and infused waters
- Dessert Bites & Coffee Bar – Ending on a warm, indulgent note.

Budget Cost - 3 Hours
 Food (Canape 2 cold 4 Warm) - \$45-60/head
 Drinks - \$40-60/Head



Event CONCEPT



AUDIO VISUAL

Budget Cost - 3 Hours
 DJ - \$2000
 Visuals - \$1500+

Music

Live DJ - A professional yet laid-back vibe, offering a inviting experience and ensuring constant background music throughout the event. Curated background music—a blend of modern lounge, jazz, and soft instrumental to maintain energy without overpowering conversations.

Wireless microphone system for keynote speakers or special announcements would be made available.

Visual

A series of posters on easels, around the foyer, showcasing information about the various businesses within 140SGT, including key executive personnel, creating and prompting networking connections to be made in the room. Each poster depicting the company logo of the business, a brief outline of their undertaking and photos of the key executives hopefully in the room.



Event CONCEPT



AGENDA & PROGRAM FLOW

Timing

Afternoon/Sundowner - 4.30pm - 7.30pm

Proposed Date

Thursday 15 May 2025

- Currently there are Perth based events on other Thursdays in May 2025, which could impact attendance.

Keynote Speaker and/or MC

A keynote speaker elevates a B2B networking event by lending credibility, focus, and value, transforming casual mingling into a purpose-driven experience. They provide actionable insights that justify executives' time, inspire conversations around shared challenges, and attract high-calibre attendees. By aligning their message with the event's theme (e.g., strategy or innovation), the speaker bridges abstract ideas to real-world collaboration, priming participants for deeper, more meaningful connections.

While a well-known figure can boost attendance and prestige, spark meaningful discussions tied to networking goals. Balancing star power with substance is imperative to ensure their message enhances collaboration and delivers ROI, rather than just serving as mere spectacle. Fame can equal expensive.

Event CONCEPT



MARKETING & PROMOTION

Budget Cost
 Pre-event Marketing - \$1500
 Onsite Branding & Promotional Materials - \$2000

Pre-Event Marketing

We can create the artwork required and compose the event flyer to be used on email distribution, social media and direct invitations. Pre-event marketing is essential for executive B2B networking events to build anticipation and exclusivity, ensuring busy professionals prioritise attendance. Targeted outreach attracts a relevant, high-calibre audience, i.e. sharing visual static display company profiles in advance allows executives to strategise networking goals, whilst promoting the event. Highlighting speakers, partners, or unique activities (e.g. Giant Connect 4) boosts credibility and justifies the time investment, driving committed attendance and fostering meaningful, ROI-focused connections.

Onsite Branding & Promotional Materials

On-site marketing materials are essential for executive B2B events to maintain branding continuity, guide interactions, and enhance engagement. Signage, displays, and branded collateral direct focus to key activities and sponsor, (i.e. Centuria) while streamlining the networking opportunity. Takeaways or interactive tools extend the event's value post-event, reinforcing professionalism and ensuring attendees leave with actionable connections and resources that justify their time investment.

We can produce all artwork and signage required for the event, (i.e. posters, decals, pre-event foyer advertising, event booklet etc).

Event CONCEPT



MARKETING & PROMOTION

Post-Event Follow-Up

Post-event follow-up is critical to convert networking momentum into actionable outcomes, ensuring initial connections evolve into lasting partnerships.

Personalised communication (e.g., emails, social media) reinforces discussions, shares resources, and schedules follow-on meetings, while feedback surveys refine future events. Sharing event summaries, attendee directories, or keynote recordings also extends further value, keeping participants engaged and demonstrating commitment to fostering trust, accountability, and long-term collaboration beyond the event itself.

We can produce a post event experience feedback survey available via QR code signage display on the night for guests as they exit the event. The feedback should trigger a thank you email, grant them access to post event content such as keynote recording and potentially register their interest for future event opportunities.

Budget Cost
Post-event Marketing - \$2000



Space PLAN



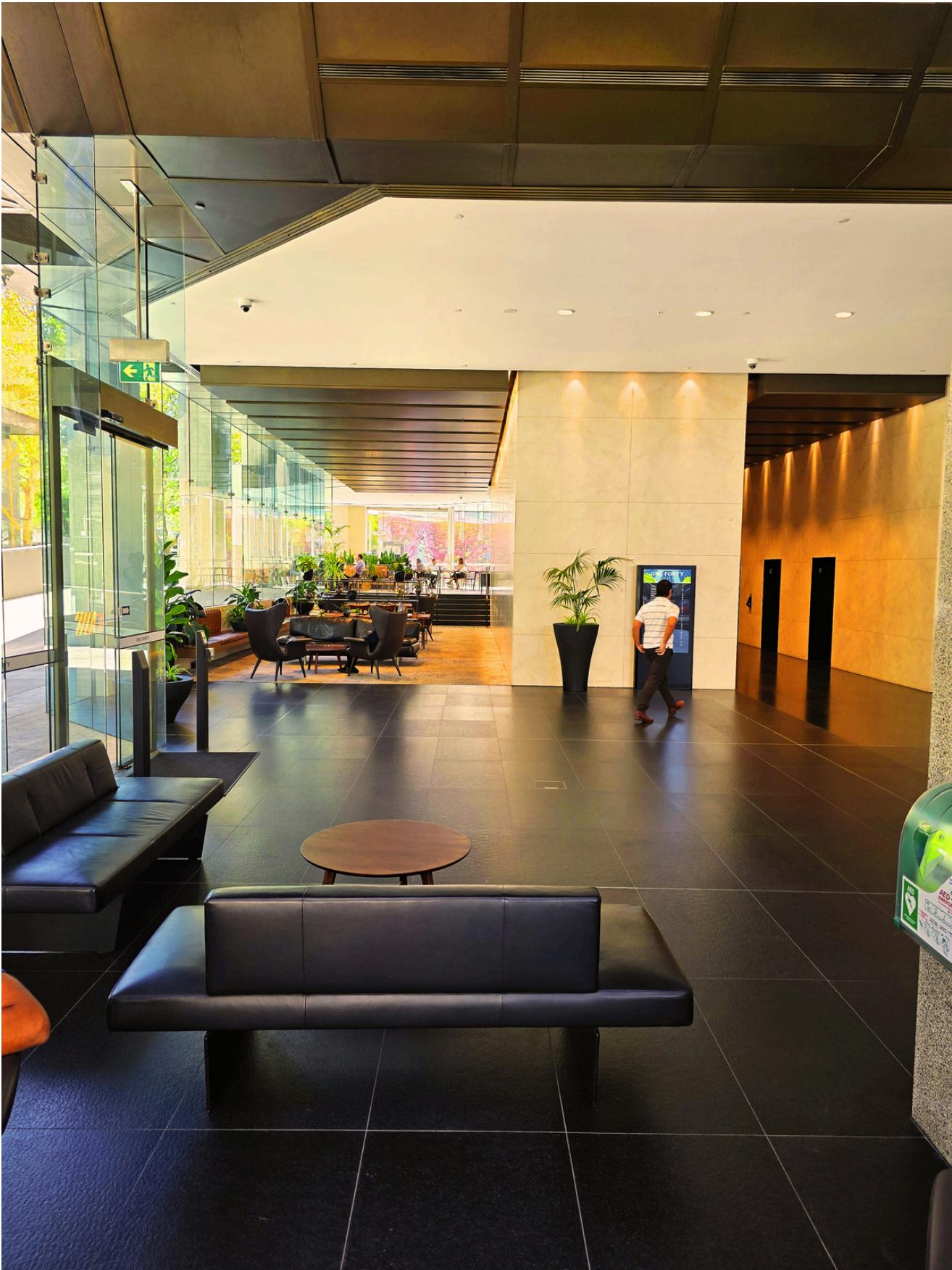
140 ST GEORGES TERRACE

EVENT ACTIVATION REQUIREMENTS:

1. All furniture to be temporarily removed. (*will 140SGT do this?*)
2. Narrow standing height tables along the eastern tiled wall for food.

Budget Cost \$100 each

1. Beverages set up near the entrance.
2. Music/DJ set up in south western corner.
3. Rope barrier sectioning off event area from outer tile wall. (*140SGT have this?*)
4. Registration table at entrance with event signage.
5. Company information posters per brief, featured around event area.
6. Giant Connect 4 games distributed strategically through the center of the event area, so as to foster flow and engagement.



Timeline and **MILESTONES**



MARCH

Client consultation and event brief discussion 20 March 2025. (**8 weeks from proposed event date**).

Client brief proposal distributed 31 March 2025.

APRIL

Client to provide feedback on proposal.

Final proposal with agreed changes and budget estimation submitted one week from client feedback.

Client approval and 80% event confirmation deposit within 14 days from acceptance in writing.

Please Note: No bookings will be made or materials purchased until deposit is received.

MAY

Confirmation of bookings for all contractors, caterers, etc mid-late April.

Final site visit Monday 12 May 2025.

Event bump in from 12pm? (Event commences 4.30pm).

Pack down from 8pm (Event ends 7.30pm).

20% event final balance payment due within 14 days of event.





We look forward to working with you
Reach out
ANYTIME

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