



BALRR

"The Love of an Event Becomes a Lifestyle"

BALRR TEAM OCTOBER 2014

BALRR

The most successful EVENT is the one that ACHIEVES
your GOALS and EXCEEDS your EXPECTATIONS

People know US, and want to know US, as a Balrr
more than anything else.

BALRR ALERT

BALRR INTRODUCTION

What is an Event?

An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context.

Types:-

- **Corporate Events** – Events like Y2B, HR Summit and etc.
- **Education and career events** – Events like education and career fair, workshop, seminar, debate, contest, competition etc.
- **Social Events** – Events like balkalakaar, Impact week, Discovering hope, Udaan and etc.

Understanding Balrr

Type of Event	Good for...	Considerations
Public rally	Big crowds, media attention, impressive photo ops	Permits, bathroom facilities, weather, potential police interactions
Vigil	Evening events, solemn occasions, smaller gatherings, photo ops	Weather, permits
Lecture, discussion, debate	Campus events, deconstructing complex issues, activating students. Great for recording and putting online	Organizing a space and gathering appropriate speakers
Party	Fundraising, connecting local activists	Costs for party supplies, limitations of space
Musical concert, art installations, book readings	Engaging artists and art-lovers, exploring complex issues, press coverage, photo opportunity	Organizing space and often food, gathering artwork together
Movie screening & discussion	Great for small to medium sized groups	You need an appropriate movie, a projector, an adequate space
Going to someone else's event and passing out materials	Great if you only have a few people. A big event (like a parade) where it would not be unusual to hand out materials.	Certain events may prohibit flyers. Also, many of the participants may not know about your issue or may not agree with you.

Balrr Options



Balrr Advantage

"We cannot make Events. Our business is wisely to Improve them"

Balrr Solutions

Event Management

Taking our events to the next level



Balrr Management

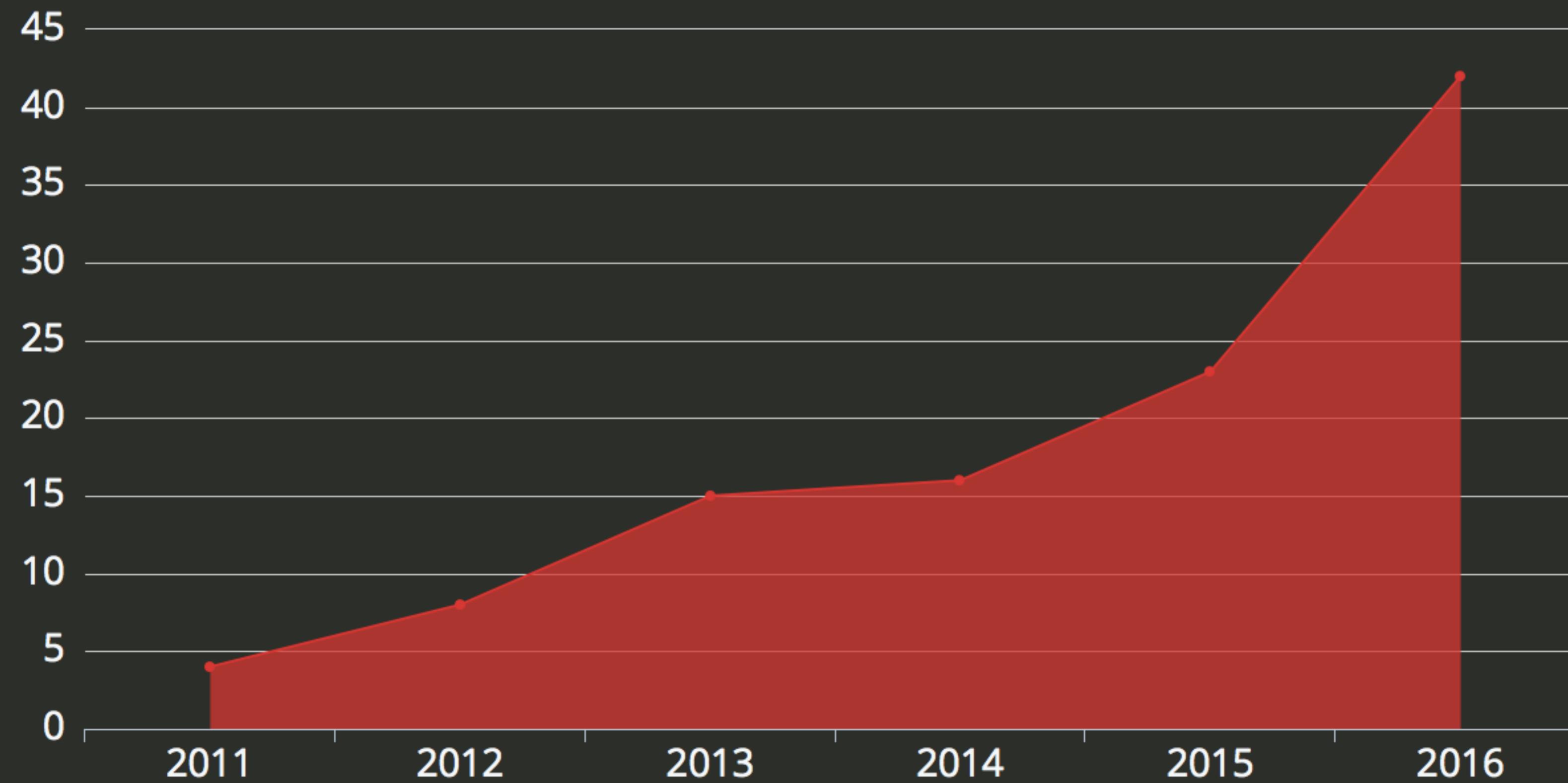
Balrr Options



Balrr Worldwide

EVERY MOMENT AND EVERY EVENT OF EVERY MAN'S LIFE ON EARTH PLANTS SOMETHING IN HIS SOUL

Balrr Growth



Balrr Business



Balrr Calendar



Balrr Voices

- ENTHUSIASM FOR YOUR EVENTS
- A DREAM FOR YOUR GOAL
- WILLINGNESS TO WORK FOR IT

"It's not the events of our lives that shape us, but our beliefs as to what those events mean"

Balrr Proprietary Technology / Expertise



Balrr Design

Balrr can plan such events, because we have access to the preferences of clients, attendees, speakers, and sponsors, which allow us to create the perfect event just for them.

With all of this access to data and technology, a Balrr Event Planner can now provide clients a more personalized experience. Balrr would like to take larger events and replace them by several smaller events that are focused on data segmentation.

Balrr Tools



SOCIAL MEDIA



Robot and Drone Technology



VIRTUAL EVENTS

Balrr Marketing Plan



Balrr Audience



Balrr External Audience

- Intense City-by-City Launches
- Wow Experience
- Experiential Word of Mouth

Balrr Team



**Worldwide Investments
Hustler, CEO**



**DezineTank
Hacker, CTO, CFO**



**Bad Ass Ladies Rippin & Roarin
Hipster, Marketing, Design, &
Photography**

Balrr Contact Information
scotsnyder@balrr.com
mandylynn@balrr.com
anhdao@balrr.com
service@balrr.com



