



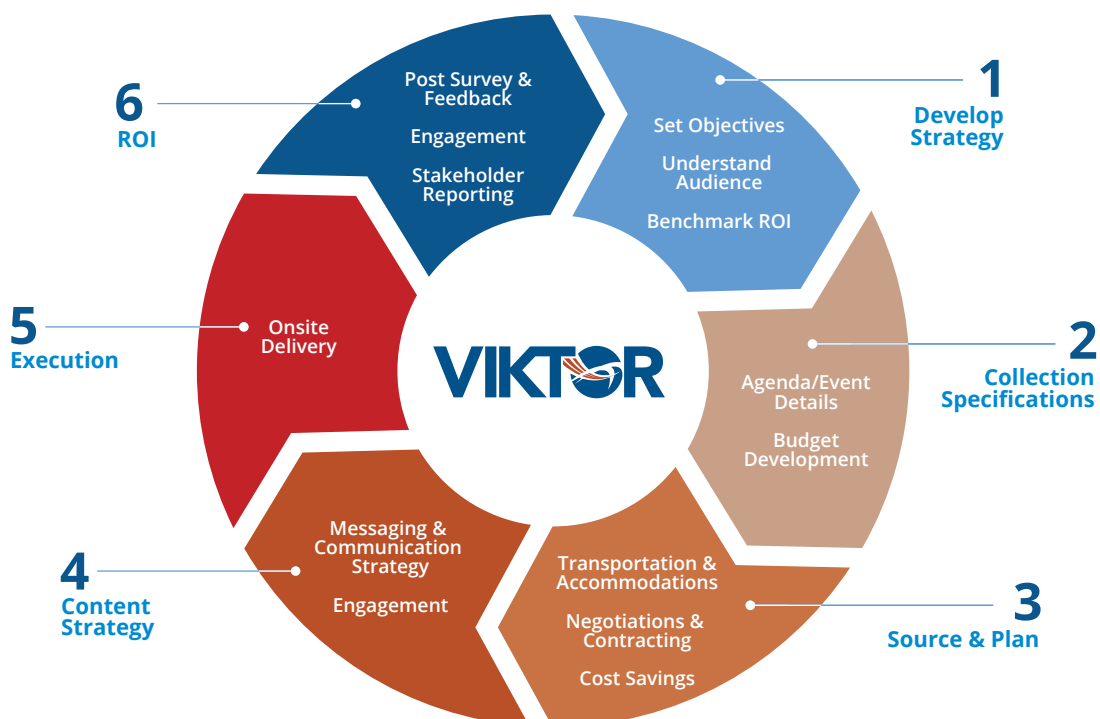
## Drawing from *a heritage of hospitality*

### VIKTOR delivers exceptional global meeting and event management services.

We take your business objectives seriously and collaborate to deliver outstanding Meeting ROI, unforgettable events, and significant cost savings. *We surprise and delight your attendees – time and time again.*

We start each meeting with our overarching strategy that is designed to benchmark and capture reportable ROI.

#### VIKTOR'S STRATEGIC MEETING MANAGEMENT PROCESS





## Our Meetings & Events Services Include:

### • Pre Planning Services

- Event strategy and ROI benchmarking
- Destination, hotel, and venue selection
- Negotiate hotel and other required supplier contracts
- Group air
- Budget development

### • Planning and Implementation

- EMBARK—online meeting registration
- Budget development
- Group air management
- Hotel room block management
- Develop all theme parties, team building events, and activities
- Design and create all food and beverage events
- Manage and coordinate meeting space, exhibition function, and requirements
- Identify, secure, and coordinate production and speaker needs
- Create and manage attendee/registration database
- Reporting

### • Meeting Content

- Audio/Visual production management
- Show flow development
- Meeting theme and messaging
- Presentation development
- Audience engagement and teambuilding
- Keynote speakers, thought leaders, etc.
- Meeting emcee and entertainment management

### • Creative Services

- Campaign development
- Meeting collateral (design to print)
- Video Production
- Mobile app and Website

### • Financial Program Management

- Centralize billing and vendor payment processing
- Final billing, reconciliation, and cost savings
- Financial modeling, management assessment, and measurements
- Data aggregation, reporting, and analysis

## Types of Meetings:

- Sales and Corporate
- Product launches
- Shareholder
- Executive retreats
- Roadshows
- Corporate training
- Clinical and medical symposia
- Trade shows
- Special events

*For more info about our services and capabilities:*

**Contact us at 800.748.0478 or  
visit [www.VIKTORwithaK.com](http://www.VIKTORwithaK.com)**



**VIKTOR** is a national engagement agency that draws from a heritage of peerless hospitality to produce award-winning travel incentives and measurable engagement programs for employees, channel partners and customers. Headquartered in Traverse City, Michigan, VIKTOR brings over 40 years of incentive design and exceptional execution to every solution.