

Creative. Calm. Experienced.

An Introduction to Wilsonwest

Why Wilsonwest?

Exceptional service

boutique firm

high touch creative

build relationships

Customizable

big agency experience

Value Based Pricing

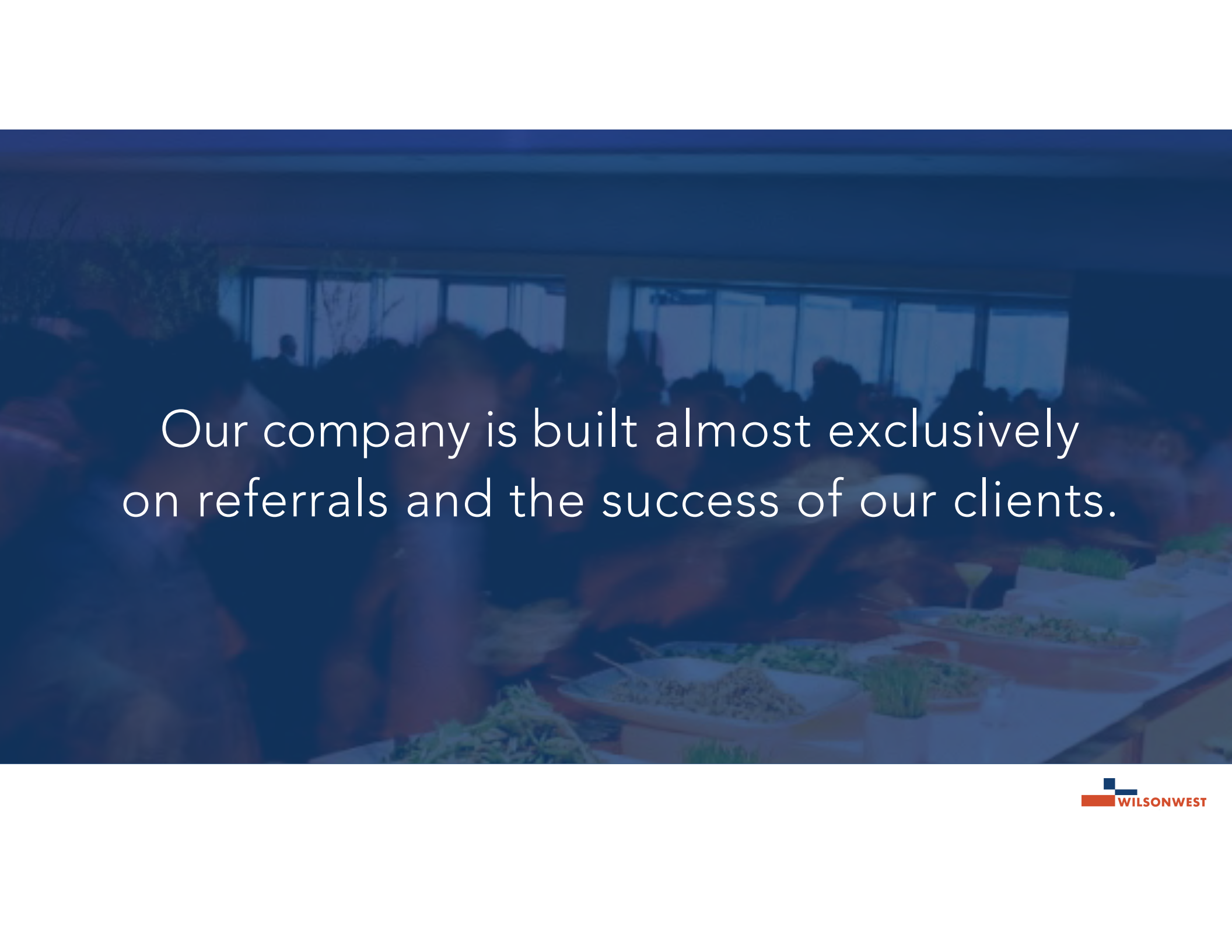
C-level niche

Personalized Service

Highly skilled

We are an event management and marketing firm. For 28 years, we've been creating and producing events that build relationships, drive sales, and increase brand awareness.

We provide the **strategic insight** and **expertise** of big agencies, combined with the **responsiveness, value based pricing,** and **partnership** associated with a **high touch, creative** boutique firm.



Our company is built almost exclusively
on referrals and the success of our clients.

Our Detailed Services

Event Marketing

- Marketing Strategy
- Audience Acquisition
- Content Development
- Speaker Procurement
- Sponsorship Activation
- Web Site Development
- Branding

Event Management

- Management Strategy
- Contract Negotiations
- Venue & Site Research
- Registration Management
- Production & Audio Visual
- Speaker Support
- Design & Decor
- Food & Beverage
- Entertainment
- Transportation
- Protocol & Seating
- On-Site Staffing
- Sponsorship Management

What We Do – We create events that build relationships

CXO
Events & Meetings

Social Impact

Customer Advisory
Boards

Conferences

Sponsorship
Activation

Special Events

Where It Happens

6

Continents

22

Countries

200+

Cities

1

Private Island

300+

Hotel Ballrooms

12

Mountain Tops

4

World Cup Soccer Stadiums

2

Baseball Fields

107

Tents

7

Parking Lots

3

Airplane Hangers

1

White House

55

Museums

6

Teepees

Our Process

Insight

A discovery phase where the Relationship Manager, Executive Producer and Creative Director learn more about the business and event objectives in order to create and produce.

Innovate

The Executive Producer and Creative Director develop event concepts and build the team. Program Managers are assigned to specific detail and onsite and online team meetings are set up.

Implement

Onsite team executes, based on the scope of work. Focus on delivery excellence, check metrics prior to event operation, and executes a flawless event.

Interpret & Measure

Program Managers are involved in the post-event audit and debrief process, along with final billing reconciliation. A final audit meeting is held to analyze event performance for the future.

Audience Mapping

Objective Setting & Related KPIs



Audience Segmentation & Mapping



Strategic Experience Mapping/Defining Impact



Customer Journey



Foundation of Customer Journey

Redefine and Confirm the Overall Objectives.

Segment and Prioritize the Relevant Target Audiences.

Profile the Audience in Terms of Triggers and Inhibitors.

Agree Experience Pre-Event, During, and Post Event.

Map and Connect the Audience Touch-Points, Pre/During/Post Event to Trigger Desired Outcome.

What Our Clients Say...

“They think of everything & have become a must at our LP meeting and associated events.”

Sierra Ventures



“I have given this much thought and have unequivocally determined that you are **by far the best vendor partner** I have worked with in my years of event management.”

Cisco Systems



“Wilsonwest is the **premier event planning group.**”

Human Rights Watch

HUMAN
RIGHTS
WATCH

What Our Clients Say...

“My deepest thanks and gratitude... I felt reassured that you **were on top of things at every step of the way.**”

Pangaea Global AIDS



“You anticipate every need and execute flawlessly.”

Chevron



“It is rare that I am **WOW’d**... your professionalism, organization and solution-based thinking made a complex event a massive success...
I'd recommend you in a heartbeat!”

SolarCity



A photograph of an outdoor event table setting. In the center is a large, vibrant floral centerpiece with yellow lilies, orange calla lilies, and green berries. The table is covered with a dark, textured cloth and is set with numerous wine glasses, some containing amber-colored liquid. Small white candles in glass holders are scattered among the glasses. The background shows a blurred green landscape with trees and a wooden fence.

Our Services

Conferences





C-Level Events



Speaker Management & Audience Acquisition



Sponsorship Strategy & Activation





Social Impact

Global Sporting Events



Special Events



Brand Launch



Registration

AGENDA | SPEAKERS

LEERINK HEALTHCARE LEADERSHIP SUMMIT

MEADOWOOD NAPA VALLEY | SEPTEMBER 17-19, 2015

Participation in the Leerink Healthcare Leadership Summit is by invitation only. Early registration is strongly encouraged.

New Registration

Speakers

LEERINK HEALTHCARE LEADERSHIP SUMMIT

WELCOME | AGENDA | SPEAKERS

AGENDA

— SEPTEMBER 17

12:00 pm - 5:00 pm

Registration - Madrone Room, Meadowood Napa Valley

6:30 pm

Vintner Tasting & Reception - Croquet Glen, Meadowood

Welcome by Jeff Leerink
Founder, Chairman and Chief Executive Officer
Leerink Partners

Join us for a reception surrounded by majestic oaks and a
tasting of top Napa Valley vintages.

Dinner & Entertainment
The wine tasting will be followed by a formal meal of
designed by the Meadowood kitchen.

Entertainment by Matthew Furman, Professional Musician

Guests Welcome

— SEPTEMBER 18

7:30 am
Breakfast

8:15 am

Website Development &
App Management

LEERINK PARTNERS
HEALTHCARE SUMMIT

MEADOWOOD, NAPA VALLEY | SEPTEMBER 16-18, 2015

LEERINK PARTNERS
HEALTHCARE SUMMIT

MEADOWOOD NAPA VALLEY
SEPTEMBER 16-18, 2015



[WELCOME](#)

[AGENDA](#)

[SPEAKERS](#)

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“In a few words...
Wilsonwest
gets it.
Period.”

Mastercard



Thank You.
