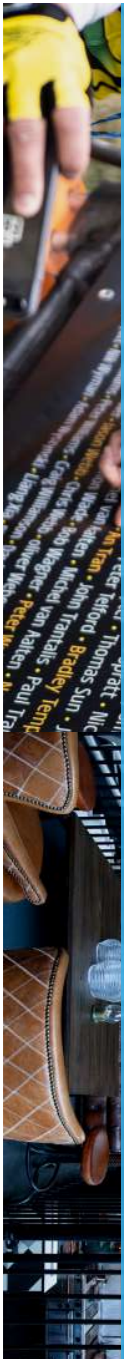




LATERAL[®]
event management

TRUSTED BY MAJOR BRANDS
AND THE WORLD'S MOST
INFLUENTIAL PERSONALITIES

COMPANY CREDENTIALS



AGENDA

03
Company Overview

05
Premium Event
Management

07
Corporate Event
Management

09
Why Hire Lateral to
Manage Your Events?

10
Who We Work With

11
Theatre & Arena
Events

13
Gallery

18
Contact Us

COMPANY OVERVIEW

Now in our 27th year of operations, Lateral Event Management is a multi-award winning, independent, creative and diverse event management company that creates extraordinary public and corporate events, both live and virtual, across Australia, the United Kingdom, New Zealand and Singapore.

Lateral is a full-service event management agency that specialises in the following:

- PREMIUM EVENTS
- CORPORATE EVENT MANAGEMENT
- THEATRE & ARENA SHOWS

In 2023, Lateral managed:

- 25** Complex events for between 1,000 – 8,000 attendees
- 23** Corporate events for between 250 – 1,000 attendees
- 85** Premium events for between 20 – 250 attendees
- 100,000** People attended Lateral's events in 2023



[Click here to watch the Lateral Events Show Reel](#)



THE LATERAL PURPLE +

Purple, the colour associated with nobility, luxury, power, ambition and representing creativity and wisdom.

Purple is exemplified as a plus sign within the Lateral 'a' and a plus symbol on Lateral's core projects.

As an events agency, Lateral closely considers the importance of the integration of creativity and wisdom in all we do. The purple + is our constant reminder to strive for perfection, to earn an A+.



LATERAL[®]
event management

PREMIUM EVENT MANAGEMENT

Lateral Events is the undisputed market leader in premium events; money-can't-buy experiences impeccably delivered and underpinned with exhaustive risk mitigation strategies.

We come up with extraordinary and unique concepts that guarantee RSVPs from your AAA client list and deliver to an unparalleled level.

Our name, Lateral Event Management, says it all; we have a canny ability to combine informed lateral thinking with pragmatic event management skills to develop events that deliver.

We have delivered some of the largest and most prestigious events in the country, and we will continue to do so. Still, in any given week, we can be found quietly delivering highly impactful premium events of all sizes and complexities, on budget, on time and always with the positive attitude that is a core element of Lateral's culture.



PREMIUM EVENT MANAGEMENT

Lateral's in-house services include:

- Lateral is an event creator, developing completely original and unique event experiences from the seed of an idea through to impeccable delivery
- Our Project Designer and Construction Manager will design and manage specialty structures and builds to transform spaces
- Our Event Producers will plan and execute events from brief to delivery, on time and on budget
- Creation of budgets, profit & loss statements; complete financial management & reporting
- Interface with outsourced services such as audio-visual production & event theme hire
- Event marketing, database marketing, digital marketing, delegate & registration boosting
- Guest registration, registration payments and proactive RSVP management
- Graphic design for all digital and physical event elements
- Development of risk registers, risk mitigation plans, emergency management plans
- Development of timelines, run sheets, guest lists, call sheets
- Post event reporting



CORPORATE EVENT MANAGEMENT

For conferences, meetings, celebrations, road shows and launches, Lateral has specialist expertise across design, planning, build and delivery, including exhibitions, social programs, registration, accommodation, marketing, and event technology.

Acting as the lead agency, Lateral can deliver internationally, guaranteeing consistency of delivery and messaging.



CORPORATE EVENT MANAGEMENT

Lateral creates, manages and delivers Corporate Events including:

- Summits, forums, meetings, celebrations, incentives, exhibitions, and conferences.
- National and international road shows
- National and international brand activations and launches
- Corporate family days
- Major sporting event hospitality
- Award nights
- For many clients we manage entire event programs end-to-end



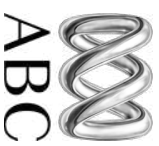
EVENT MANAGEMENT

WHY HIRE LATERAL TO MANAGE YOUR EVENTS?

- We are phenomenal value for money. We are adept at running events on very frugal budgets and making them look extraordinary while meeting all the KPIs
- Lateral is a highly professional, creative and pragmatic team of full-time critical thinkers and problem solvers
- Lateral brings an unblemished record of corporate event management stretching back twenty-seven years
- We are constantly reinventing, honing and creating new event concepts that are the envy of the events industry
- Lateral brings the creative skills of live theatre and intellectual entertainment to corporate events and conferences
- Lateral operates on an open accounting system. All client funds are held in dedicated trust accounts, all commissions are disclosed to the client; all expenses are charged at cost
- Lateral's personal network of globally renowned personalities is unsurpassed
- Lateral can scale up for major events; we regularly work with an event workforce of 450 or more for major events
- Lateral is adept at event marketing, delegate boosting, digital marketing and data management
- Lateral operates an efficient and user-friendly in-house online registration system.
- Lateral brings the operational expertise of challenging major mass participation outdoor events to corporate events
- Lateral is thorough; a safe pair of hands. Ask to see our Event Risk Register/Risk Mitigation Plans and Event Emergency Management Plans



WHO WE WORK WITH PAST AND PRESENT



AUSTRALIAN INSTITUTE
of COMPANY DIRECTORS



Commonwealth Bank



CREDIT SUISSE

EnlightenSoft
The future's future



Harvey Norman



EndemolShine Australia



Premier
& Cabinet



THEATRE & ARENA SHOWS

Lateral invented the concept of 'Intellectual Entertainment'; writing, producing and promoting public tours with globally recognised personalities, each a leader in their field.

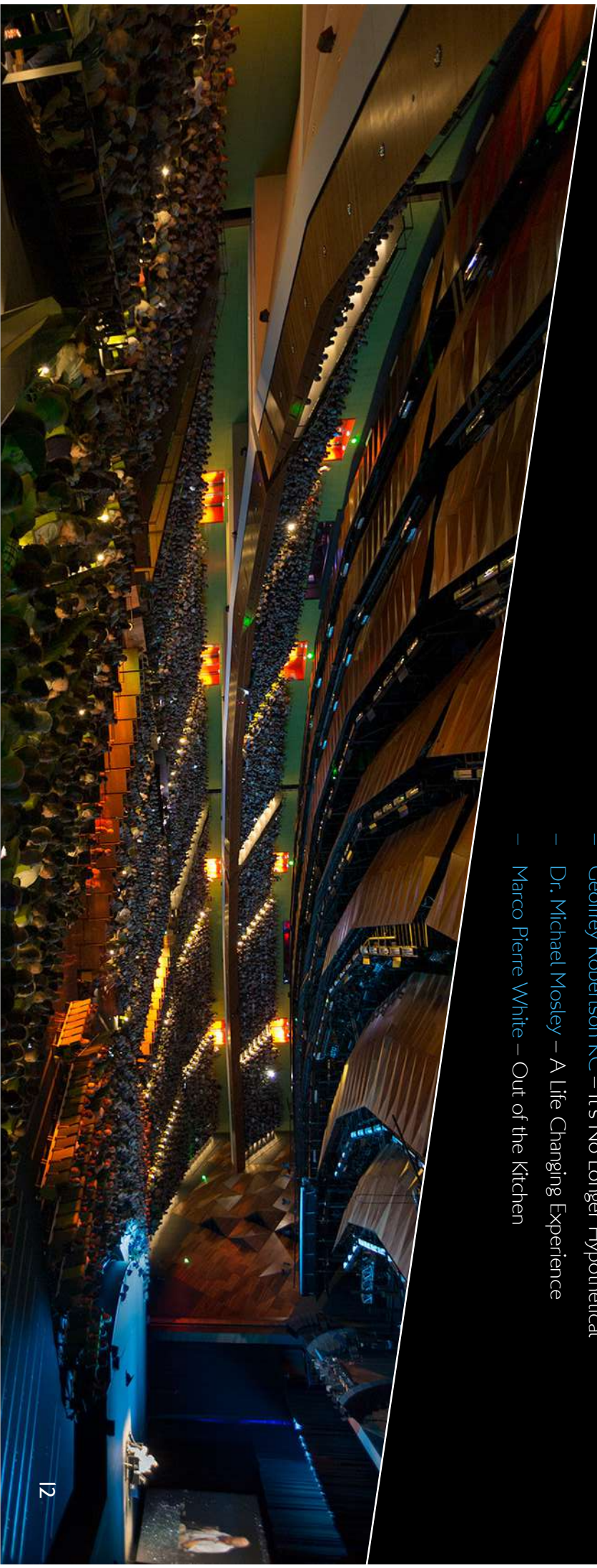


LATERAL'S 'INTELLECTUAL ENTERTAINMENT' LIVE THEATRE AND ARENA SHOWS

- Geoffrey Robertson KC – How to Fix a Turbulent World
May 2024
- Prof Alice Roberts – From Cell to Civilisation
December 2024

PAST SHOWS

- Sir David Attenborough – The Third Dimension
- Bill Bryson – Observations on Life and the Human Body
- Sir Michael Palin – Live on Stage
- Massimo Bottura – The Best Chef in the World
- Rick Stein – Live on Stage
- Geoffrey Robertson's – Hypothetical
- Commander Chris Hadfield – A Spaceman's View of the Planet
- Heston Blumenthal – Out of the Kitchen
- Prof. Brian Cox – HORIZONS: A 21st Century Space Odyssey
- Geoffrey Robertson KC – It's No Longer Hypothetical
- Dr. Michael Mosley – A Life Changing Experience
- Marco Pierre White – Out of the Kitchen





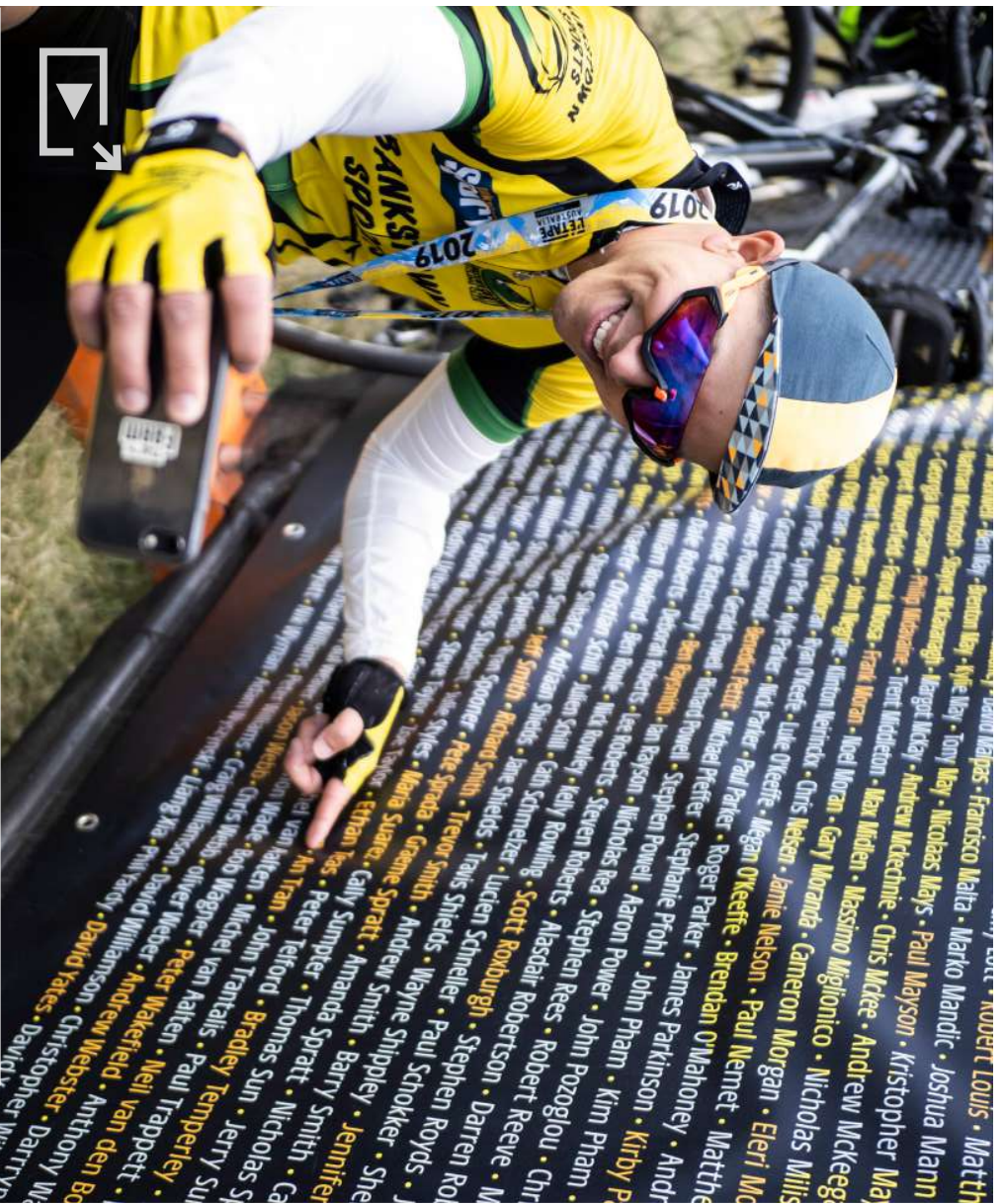
Watch video here











CONTACT US

Lateral Event Management

Level 11, 4 Martin Place
Sydney NSW 2000 Australia

info@lateralevents.com

(02) 9251 2205

Simon Baggs

Chairman

simon.baggs@lateralevents.com

Megan Peters

Chief Executive Officer

megan.peters@lateralevents.com

Isabelle Cherry

Director / Head of Premium Events

isabelle.cherry@lateralevents.com

[Click here to watch the Lateral Events Show Reel](#)

[Lateral Event Management – Homepage](#)

