



**Strategic  
Event  
Planners**  
Private Limited



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# OBJECTIVE.

Strategic Event Planners Pvt Ltd,  
Founded and managed by Mr Subair

To take part in and make significant commitment to legislative issues and administrate the country with social benefits, which helps in setting a plan and bands together with conceptualize and execute the best techniques for taking it to general society and get-together mass help and without fundamentally being essential for an ideological group, to make the social and economic sphere a meaningful contribution. By innovative marketing & advertising strategies. Branding a social front involves as much planning and strategizing as any other product. We have globally contributed various social support and services which help in strategic social media presence on social platforms. As the legislative issues being the domain of those associated with it there is a definite brief and supervision by the front around which the concept is developed and tweaked to fit their expectations while we bring in external perception When the idea is concluded, we are given outright artistic liberty with little interference



## Services

- » Branding.
- » Setup Interactive Voice Response(IVR)/Automated Tele-calling.
- » Online/ Offline surveys.
- » Advertisement & Branding – Advertising, Editorial, Branding.
- » Road Shows, Seminars and Conferences.
- » Organizing and managing government Events.
- » Election Promotion Works.
- » Media Relations & Reputation Management.
- » Social Media – Active social media presence on social platforms.
- » Marketing, Newsletters, Video Content on channels .



## Branding.

A good brand will have no trouble drumming up referral business. Strong branding generally means there is a positive impression of the company amongst consumers, and they are likely to do business with you because of the familiarity and assumed dependability of using a name they can trust. Once a brand has been well established, word of mouth will be the company's best and most effective advertising technique. Branding is absolutely critical to a business because of the overall impact it makes on your company. Branding can change how people perceive your brand, it can drive new business, and increase brand value – but it can also do the opposite if done wrongly or not at all.



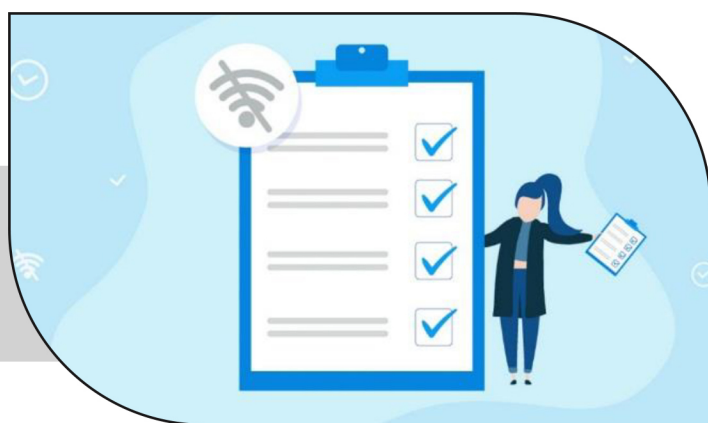
## Setup Interactive Voice Response (IVR) Automated Tele-calling.

Interactive Voice Response (IVR) is an automated phone system technology that allows incoming callers to access information via a voice response system of pre recorded messages without having to speak to an agent, as well as to utilize menu options via touch tone keypad selection or speech recognition to have their call routed to specific departments or specialists.



## Online/ Offline surveys.

Offline survey forms allow collecting information with a tablet or a smartphone from outside the city and remote locations, or administrative marketing surveys in bars, shoppings, or even public transport. Online survey or internet survey, is one of the most popular data-collection sources, where a set of survey questions is sent out to a target sample and the members of this sample can respond to the questions over the world wide web. Respondents receive online surveys via various mediums such as email, embedded over website, social media etc



## Advertisement & Branding

Branding and advertising are different facets of a comprehensive marketing strategy. Companies and organizations use branding to create a look, feel and message for themselves that will be remembered by consumers. Advertising is used to convey that brand directly to consumers through various media, such as purchasing radio or television broadcast time, news paper or magazine space, or online advertisements





## Media Relations & Reputation Management.

Media relations is all about building strong relationships with writers, producers, reporters and editors who cover you and your sector. In fact, as former journalists, we know exactly how it all works and who we need to engage with to get the right results for our education and technology clients. Media Relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media. Reputation management is the practice of influencing stakeholder perceptions and public conversations about an organization and its brands. It includes monitoring perceptions and conversations, responding to reputation threats and pro actively seizing opportunities to boost reputation

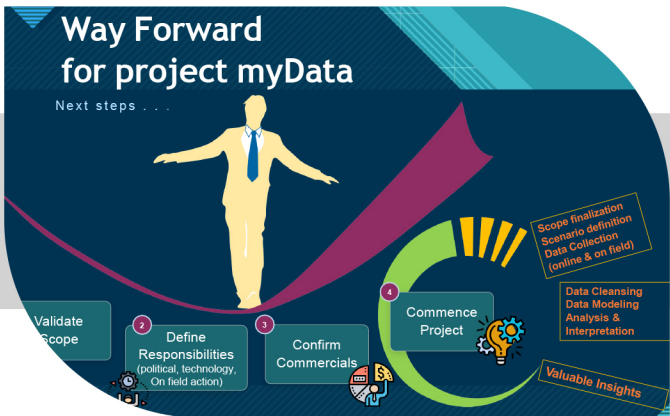


## Election Promotion Works.


Promotional work consists of promoting a company's brand. This is usually done by in store demonstrations or overviews. It can be in a grocery store giving out samples of a company's product or at an event or trade show. The people doing the promo work are hired for a set number of hours and day, usually having repeat business requests at various locations



Our company own software to handle all sort of social media based activities and services



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 Mina tower,1st floor,NP 1/121J  
Kambil,Post Narath-670601  
Kannur,Kerala

 **+91 8078866444**  
 **+91 8078866444**

 Suit D6-5-3A,D6  
Sentul East Office  
801 Jalan Sental,  
51000 Kuala Lumpur  
Malaysia

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 [info@strategiceventplanners.org](mailto:info@strategiceventplanners.org)  
[manager@strategiceventplanners.org](mailto:manager@strategiceventplanners.org)  
 [www.strategiceventplanners.org](http://www.strategiceventplanners.org)  
 Strategic Event Planners  
 Strategic Event Planners  
 Strategic Event Planners