

EVENTS MANAGEMENT

PROMOTIONAL MERCHANDISE

MARKETING PROJECTS



Why use Mayhem?

- **Guarantee** - honesty, integrity, creativity and efficiency every time you deal with us.
- **Core Competency** - building sales, transactions and customer brand loyalty through our integrated communications approach. Our goal, like yours, is enduring profitable growth for your business.
- **Hands on** - your success is our success, so we'll do everything possible to make it happen for you!
- **Attitude** - Create long-term relationships with our partners, and to be a resource you can rely upon for an adhoc project, a major marketing and tactical plan or both.

ABOUT US @ MAYHEM

Mayhem are a team of resourceful and creative marketing professionals who specialise in the development, execution and evaluation of marketing communication solutions including event management and promotional merchandise programs.

Our commitment to exceptional client service is as strong today as it was when we opened our doors in 1999. This commitment has seen the development of a comprehensive customer relationship system, streamlined accounting, and the growth of a team of talented and approachable co-members. We are a team who will go the extra mile to get the job done.

We regard each client as individual and unique. We do not agree that one package, solution or promotional item fits all. We believe in applying a consultative approach that involves listening, analysing the needs and providing solutions that realise the short and long term goals of our clients.

Mayhem, Ideas with Energy!



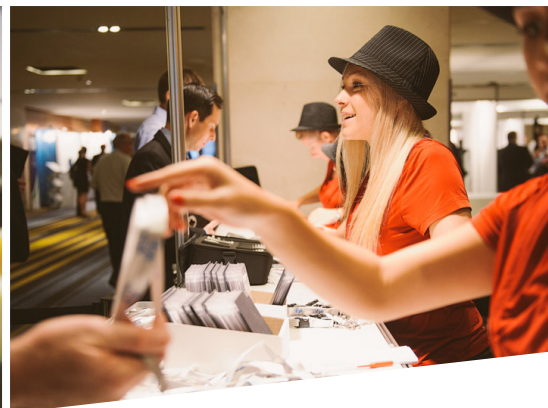


EVENTS MANAGEMENT

Mayhem co-ordinate and facilitate over 25 medium to large scale events on a yearly basis. Our speciality lies within a range of business events that have a specific purpose although we are not limited to these areas. We are committed to creating high impact, dynamic and unique events that work to budget and resonate in the memories of your audience long after your event has occurred.

No two events are ever the same. Our first step is a comprehensive briefing process where all key performance indicators and expectations are discussed and accounted for. Mayhem can organise and execute each phase of the project. We implement unique creative solutions to achieve your key goals.

No event is too small or too large and we invite you to phone us for a complimentary consultation to discover the benefits of using Mayhem as the organisers of your next conference, seminar, exhibition or any other special event.



Our services include:

- Online registration system
- Unique locations
- Theming
- Special effects
- Program management
- Photography & filming
- Entertainment
- Audio Visual management
- Food and beverage packages
- Structured networking



PROMOTIONAL MERCHANDISE

Mayhem specialise in creating innovative merchandise & promotional items from product development through to production and finally fulfillment to the end user.

Mayhem offers a variety of sourcing solutions to enhance your company image. We provide high quality promotional products from local and overseas manufacturers that add value to your brand.

We present a variety of creative options, pre-production samples and our prices are one of the lowest in this region as we source directly from the manufacturers and we are able to take advantage of our regional network.

Promotional products are the only medium that engages all five senses. Customers can see, hear, touch, taste and even smell them. Promotional products are easily affordable; yet their impression is long-lasting and readily measurable. Make promotional products an integral part of your marketing mix and watch clients absorb your message.



Promotional products will:

- Drive traffic to your trade-show booth
- Improve response rates on direct mail campaigns
- Increase referrals
- Improve return business
- Improve employee morale



MARKETING PROJECTS

Mayhem offer strategic marketing solutions - it is the art and science of connecting with your audience. We can provide your business with effective communications and solutions. Working in partnership we determine your needs and then document a strategy and implement an action plan.

No solution is ever the same for each client but the common theme is always to meet your business objectives.

Your brand can visually and verbally educate potential and existing customers. Mayhem combines a strategic process with creative resources and extensive expertise in-order to effectively develop your corporate collateral, merchandise programs, marketing strategy and tactical options. We capture the energy and essence of your brand whilst keeping in mind your goals and KPI's. Our team work closely with clients on each project and we are always readily available to assist with any queries.

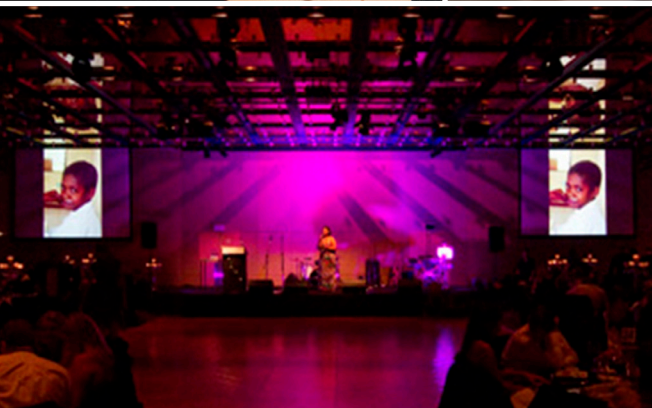


Services we provide:

- Marketing support and strategy
- Market research
- Brand and corporate identity development
- Loyalty/retention programs
- Event management
- Consumer & trade promotions
- Direct mail campaigns
- Multimedia + web development
- Point of sale design

“Your calm approach, attention to detail, thoughtfulness in helping us and creative approaches were greatly appreciated! Thank you so much from all of us.”

Caroline Homer, Director of Midwifery Studies, UTS



“Thank you for all of your help and a special thanks to our account manager for all of her professionalism and patience”

Karen Mahoney, School Administration Officer, Carinya School



WHAT OUR CLIENTS SAY...

“We have used Mayhem on a number of occasions and have always had an excellent result. The attention to detail and innovative ideas are priceless” *Lipmans*

“Mayhem have proven to be a company who we can rely on to deliver our events and merchandise higher than our expectations, always to tight deadlines, many of which have been incredibly tight” *van eyk Research*

“You want a company with expertise, and also great to work with, use mayhem!
ALSO Australasia

“Not only did they save us money, they did a better job than we could have done ourselves”
Lexus Australia

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