



# What makes Prom Night Events different?

When comparing one product and another, and also one company and another, it's probably best to first identify the points of **similarity**. Once you've established what's the same, you can eliminate those things and concentrate only on points of "difference".

In terms of the "product", we're talking about School Formal "packages". Let's look at what's the same no matter where you go. In every package, you'll see the following...

- Function Room (room hire)
- Tables & Chairs
- Set Up
- Cleaning \*
- Dance Floor \*
- PA System \*
- Mood Lighting
- Floor Plan
- Candles \*
- Menus
- Silverware
- Table linen
- Dinnerware
- Staging Area \*
- Table Numbers or Centrepieces
- Bread Rolls & Butter
- Multi-Course Dinner
- Soft Drinks
- Wait Staff
- DJ with Background & Dance Music \*
- Security Guard/s \*
- Photographer \*

Take note of all the items that are marked with an asterisk (\*). These items may be included in every package, but in many places they have additional charges attached.

Just so we're clear on this. Everything mentioned above is what you'll see in just about every formal package being offered at every venue. Of course all of these things are included in all Prom Night Event's packages without question and no additional charges attached to any item in this list. They're all already included in the ticket price.

Now that we have pointed out the similarities, you can eliminate all of these items from the comparison going forward. So in terms of the "product", what are the points of "difference"?

Prom Night Events also includes (in addition to everything above) in every basic package we offer, the following items...

- Custom-Designed tickets with each guests name and seating allocation, along with all of the venue and formal details printed on each ticket. The tickets are only available through our online secure ticketing web site, and they serve a number of both security, and efficiency systems that adhere to strict NSW government regulations.
- An electronic ticket validation system to save time at entry and keep uninvited people from gaining access.
- A designated Event Manager to meet with you, work out budgets and wishes, then construct a custom-formal package of inclusions to suit your individual needs. This means not only helping you select the right package, but also the right venue. That same Event Manager will then be available to you 7 days per week right up until prom night, and in many cases, can actually be your MC on the night too. All Event Managers are qualified and experienced experts in the field of Event Management at the 5-Star end of the functions market.
- A professional MC is also part of every package. This isn't just someone to make announcements, these are all properly trained and experienced hospitality experts who coordinate all team members behind the scenes. They're trained in first aid, evacuation procedures and also manage security teams so you have nothing to do on the night yourself.
- On top of the Photographer that attends the event, we also provide an online web gallery so you can browse all the pics that were taken and all downloads are part of your ticket price.
- Client-controlled, pre-organised seating allocation system to ensure that each table has the right number for guest comfort, and that all tables are positioned as close to the centre of dancing and formality action as possible. The pre-organised seating allocation system, with seating allocations printed on tickets, means that seating the guests is quick and efficient and there are no delays in getting the meal served fresh and hot.
- MDP Software. This is a secure online prom planning system that you can use from any computer. It gives you access to guest lists, decoration colour schemes, dinner menus, music request lists and event running orders. This means that all of the choices that need to be made are done with simple mouse clicks and you can see everything taking shape in real time.
- Security teams use specially designed sets of sophisticated equipment to conduct all security screenings comprising metal detection, breath analysis, drug screening, thermal imaging and contraband screening quickly and efficiently. No guest is actually touched in the process and it takes an average of just 6 seconds per guest. The procedures are "best practice" for the industry.

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# What makes Prom Night Events different? (cont'd...)

- \$60 Million worth of comprehensive insurances covering public liability, personal injury, property damage and Workcover. We're insured by Lloyds of London and have never made a claim.
- A 40 point legal compliance checklist covering a variety of state government legislations is administered and adhered to for every prom, so you can rest assured that everything is done not only to, but beyond, the letter of the law.

All of these additional items, every single one, exist in only one package. The Prom Night Events "Base" package. Nobody else anywhere in the Sydney formals market can deliver any of these items in their packages.

## Optional Inclusions:

In addition to the "Base" package we offer, which is already the most comprehensive and inclusion-packed package in the Australian formals market, we also have a list of the most desired "Optional" inclusions that can easily be built in to any package we create.

The list of optional inclusions is also available as a downloadable fact sheet from the "Prom Download Centre" on our web site.

There is also no other organisation currently offering formal packages that can produce that same diverse list of optional inclusions anywhere in Australia.

## Comparing Companies:

In terms of the "Company", rather than the "Product", there are actually very few points of similarity simply because we're the only company in the Australian formal's market that is dedicated exclusively to formals.

There is however, a few so-called "Event Companies" that also try to sell formals. We'll list the points of difference so that you can see why Prom Night Events should be the easy choice...

- We were the first Event Management Company ever to be 100% dedicated to only this market.
- We have a 100% success rate with every event we've ever conducted.
- We have placed more guests, from more schools, into more formals, at more 5-Star venues than any other single company in Australia.
- We are the only outside agency to be granted exclusive authority to represent the venues that are on our programme to the formals market. That means we have clearance to use names, brands, logos, images, products and pricing as the exclusively authorised "re-seller" of those venues. Nobody else has this authority.
- We are the only company to have security protocols requested by government departments and authorities put into public record as the best model for the safe and secure operation of "Minor's Functions".
- We are the preferred point of first contact for all branches of the media concerning the formals industry.
- We are the only company in the formals industry to be invited to lecture at Secondary School association conferences on harm minimisation.
- We are the only company in possession of the industries most sophisticated and proven systems for the safe and smooth planning and execution of school formals.
- We are the only company selling formal packages that actually includes all features, costs, charges and taxes openly and transparently in one single final ticket price.
- We are the only company in the formals market that has been partnered with 5-Star venues for so long that we've outlasted multiple management teams and even multiple brand changes on each venue.
- We're the only company in the formals market that understands the features, capabilities, challenges and limitations of the venues when conducting formals, better than the venues themselves know.
- We're the most comprehensively and highly insured school formal event company in Australia.
- We're the only company in the formals market to achieve 65% of our bookings as annual return business from the same prestige schools year after year.
- We're the only company in the formals market that 5-star venues actually divert their inquiries to as "most highly recommended", even when some of those venues are not directly associated with us, or hosting our events.
- We're the only company in the formals market to win industry awards for business excellence.
- We're the most trusted company in the formals market by schools, committees, venues and suppliers and our integrity, honesty, reliability and professional credibility has been number one consistently since 1990.

So when comparing both products and companies in the formals market, it's certainly worth a few moments to identify the points of difference. Choose wisely!

**"School Formal? Problem Solved!"**

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