

# Ev Event creation and management

## About event creation and management from Four

Four's event team provides support that includes sponsor liaison, speaker briefings, management of sub-contracted teams (caterers, AV, staging, branding, styling) and event budgeting.

Our offer is unique in terms of combining our campaigning and thought leadership expertise with our in-house website development and design capabilities. As a result we are able to offer clients much more than a standard events management service: we can contribute ideas, content and contacts to the event.

Our approach to any event is tailored to the client's needs and objectives. We can handle events ranging from roundtables for five to formal dinners for 550 guests. We are sensitive to any issues involved and always aim to capture the zeitgeist.

Our experience ranges from creating international business conferences to devising daring James Bond stunts on the River Thames with the Royal Navy. We have even produced an immersive and spine-chilling Agatha Christie murder event in the Ritz.



## Case study

### Man Booker International Prize

Four worked with the Booker Prize Foundation to shape the newly evolved Man Booker International Prize, launched in 2016. The aim was to highlight the strength of international fiction and the role of the translator.

For the first time the Man Booker International Prize was awarded for a single book of translated fiction, with £50,000 split evenly between the author and translator.

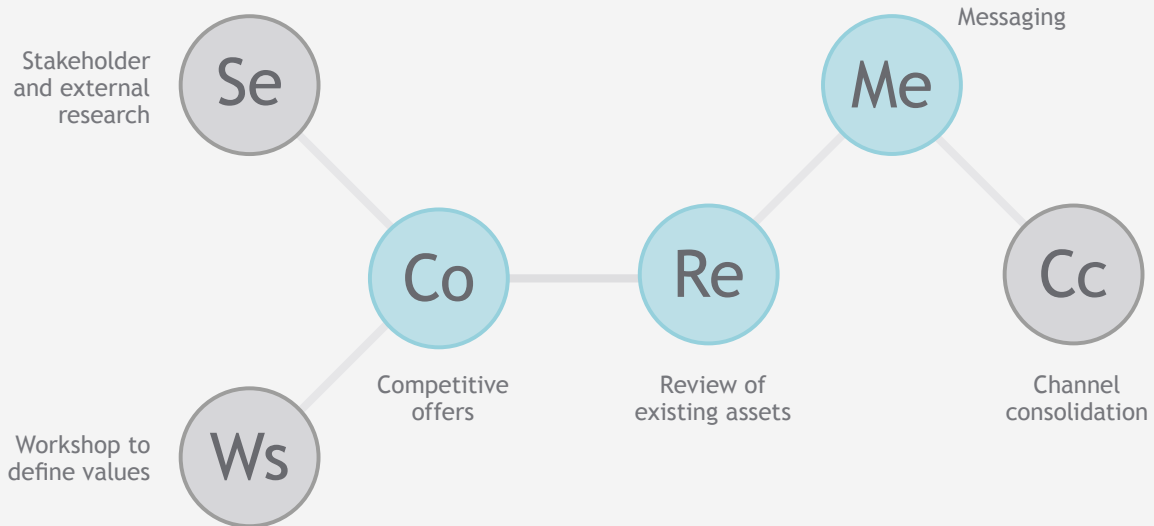
We brokered a partnership with BBC World Service which saw the shortlisted authors profiled over three weekends and extensive worldwide coverage of the winner.

Working with Nielsen Book we revealed concrete data about the sales of translated fiction showing that the market is growing and out-performing fiction written in English - garnering widespread comment including **Financial Times** and **The Guardian**.

Coverage for the winner announcement appeared prominently in the UK national press and in thousands of outlets across the globe. In its second year the prize has gone from strength to strength and the annual awards ceremony in London's V&A is one of the hot tickets of the annual cultural calendar.

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## How it works



## Pricing

Fees for our events service range from £5,000 for a one off champagne reception to well over £30,000 for a formal dinner for 550 guests.

## Other products from Four

|                                    |  |   |                              |                                  |
|------------------------------------|--|---|------------------------------|----------------------------------|
| <b>Bc</b><br>Brand champions       | <b>Im</b><br>Issues management         | <b>Sc</b><br>Social content and assets  | <b>An</b><br>Animation       | <b>Pe</b><br>Penetration testing |
| <b>Sa</b><br>Sponsorship audit     | <b>Sc</b><br>Select committee training | <b>Se</b><br>Search engine optimisation | <b>Cv</b><br>Corporate video | <b>Aw</b><br>Awards              |
| <b>Pt</b><br>Presentation training | <b>Mt</b><br>Media training            | <b>Bw</b><br>Brand workshop             | <b>Po</b><br>Podcasts        | <b>Ac</b><br>Accessibility       |

## Contact

If you would like to find out more please email [FourElements@fourcommunications.com](mailto:FourElements@fourcommunications.com)

## Key team members



**Dotti Irving,**  
Chief executive

Dotti Irving is the founder and chief executive of Four Culture. The founding principles of the company were Dotti's own passions for culture and campaigning, both of which continue to be the core business of Four Culture today.



**Miriam Dennis,**  
Events manager

Miriam joined Four Culture in 2015 and works across the team on a variety of literary, conference, food, fashion and arts events. Current projects include The Man Booker Prize and International Prize for Arabic Fiction (IPAF).