event-factory

we pull crowds











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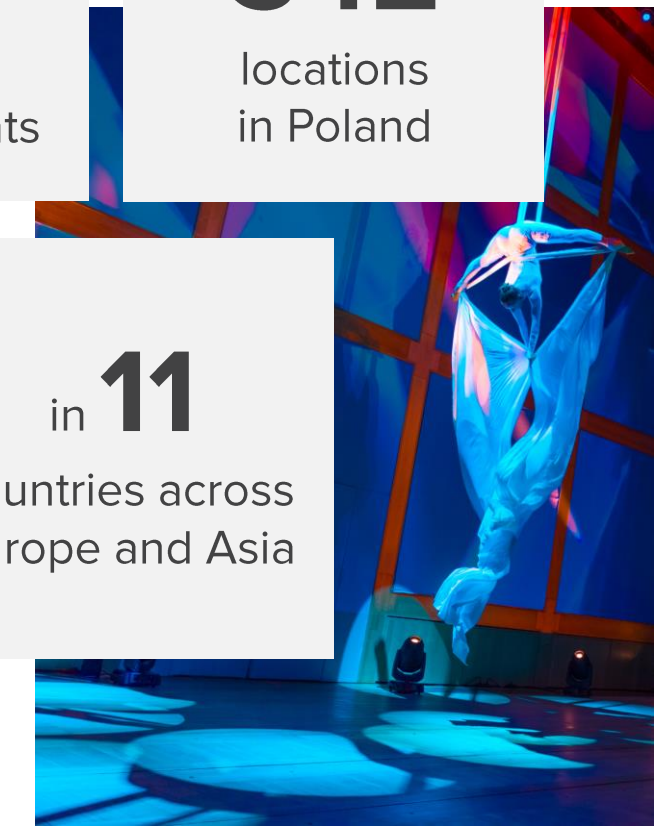
30
people with passion

14
years on the market



5
million participants

held at
542
locations in Poland



in **11**
countries across Europe and Asia

over
1500
completed events

including
256
mass events

anniversaries totalling
2565
years

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mission

Events are our passion. We work with the best and for the best. We believe that perfectly organised events are key to building long-term relationships and the refining the effectiveness of future communication.





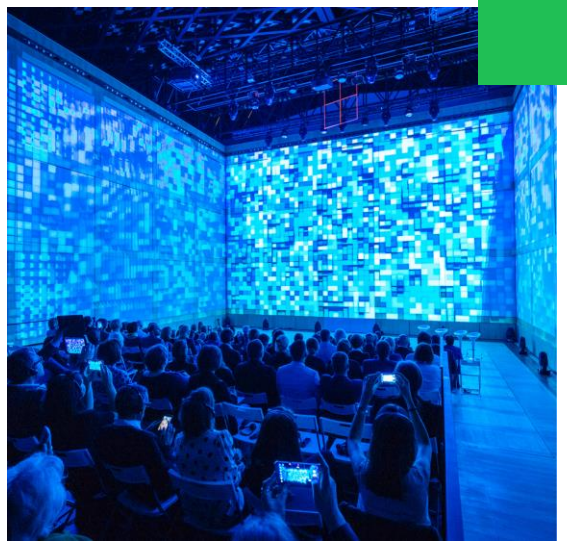


vision

To be one of the leading event agencies in Poland and the most desirable partner for business leaders. To implement projects which benefit clients, inspire wonder and mark new standards for the industry.

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a good event is...



an event you simply can't stop talking about! Nothing will make participants as keen to become your ambassadors as taking part in your event, as long as it's inventive and well organised.

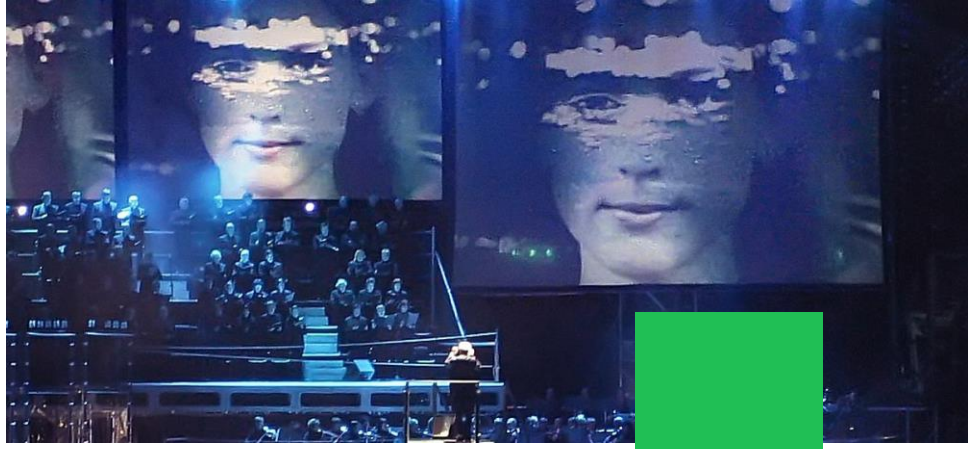


we know how to do it!



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we will take care of:

congresses
conferences, industry meetings, trade show stands

festivals
concert tours, performances, TV productions



employer branding
team building, company picnics, themed events

company events
anniversaries, grand openings, networking

promotional events
promotional campaigns, samplings, sales and branding support, product campaigns, urban games, product presentations

sports events
themed runs, motoring events, sponsored branding

mass events
outdoor events, urban festivals, large-scale events

event equipment
equipment sales and hire, logistics, advisory services

event-factory



save time

we take care of everything from the overriding concept to the most minute details of your event

feel secure

we take full responsibility for your event at every stage

reach your goals

we analyse the goals of your event with you and help you select the best practical solutions

reach a network of experts

our team's expertise and our extensive network of contacts mean we will exceed all your expectations

together with us, you will

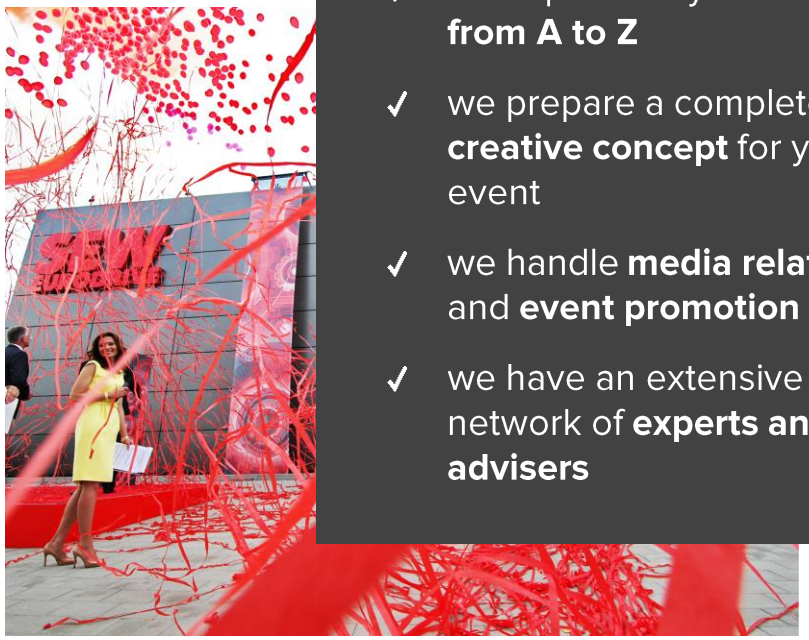


gain unique know-how

we follow and set trends and we develop exceptional solutions – our creative and unconventional thinking is the foundation of how we approach your project

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why us?



- ✓ we implement your event **from A to Z**
- ✓ we prepare a complete **creative concept** for your event
- ✓ we handle **media relations** and **event promotion**
- ✓ we have an extensive network of **experts and advisers**



- ✓ we create event **brands**
- ✓ we look after all **formalities** and **security** of mass events
- ✓ we optimise the **budget** and tailor the **goals**
- ✓ we are highly **commended** on the events market

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how do you turn your idea into an event?

create a concept

- meetings
- creative sessions
- choice of tools

verification

- budget analysis
- cost estimates
- optimisation

forward planning

- logistics
- support networks
- time and risk management

implementation

- production and post-production
- managing subcontractors
- attention to detail

evaluation

- summary and reporting
- good practice
- case studies

your goal

your means

your comfort

your opinion

your satisfaction

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distinctions



main prize

MP POWER AWARDS 2016 EVENT

award in the “Event – B2B brand promotion” category for the European launch of Oknoplast’s Pixel

commendation

EFFE LABEL 2019-2020

the early music festival Actus Humanus, co-organised by event-factory, listed as one of the most creative and innovative festivals in Europe

main prize

MP POWER AWARDS 2016 CONGRESS

award in the “Congress” category for the 7th ABSL Conference: Transforming Ourselves, Changing the World

title

BUSINESS GAZELLE 2015

event-factory listed among the most dynamic companies by the Puls Biznesu daily

main prize

MP POWER AWARDS 2014 EVENT

prize in the “Best brand-promoting event” category for the campaign “Milka. Let’s pick the nicest city in Poland”

member

MEETING PROFESSIONALS INTERNATIONAL

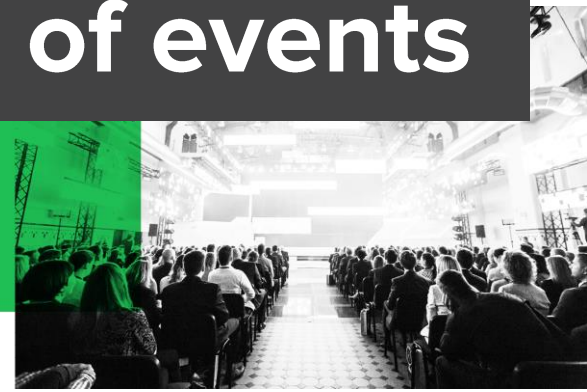
membership of the largest global association of meeting organisers

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from greenfield project to a factory of events



2005 — first company anniversary

2009 — first event for **100** thousand participants

2012 — **1000th** event

2013 — first **360** campaign

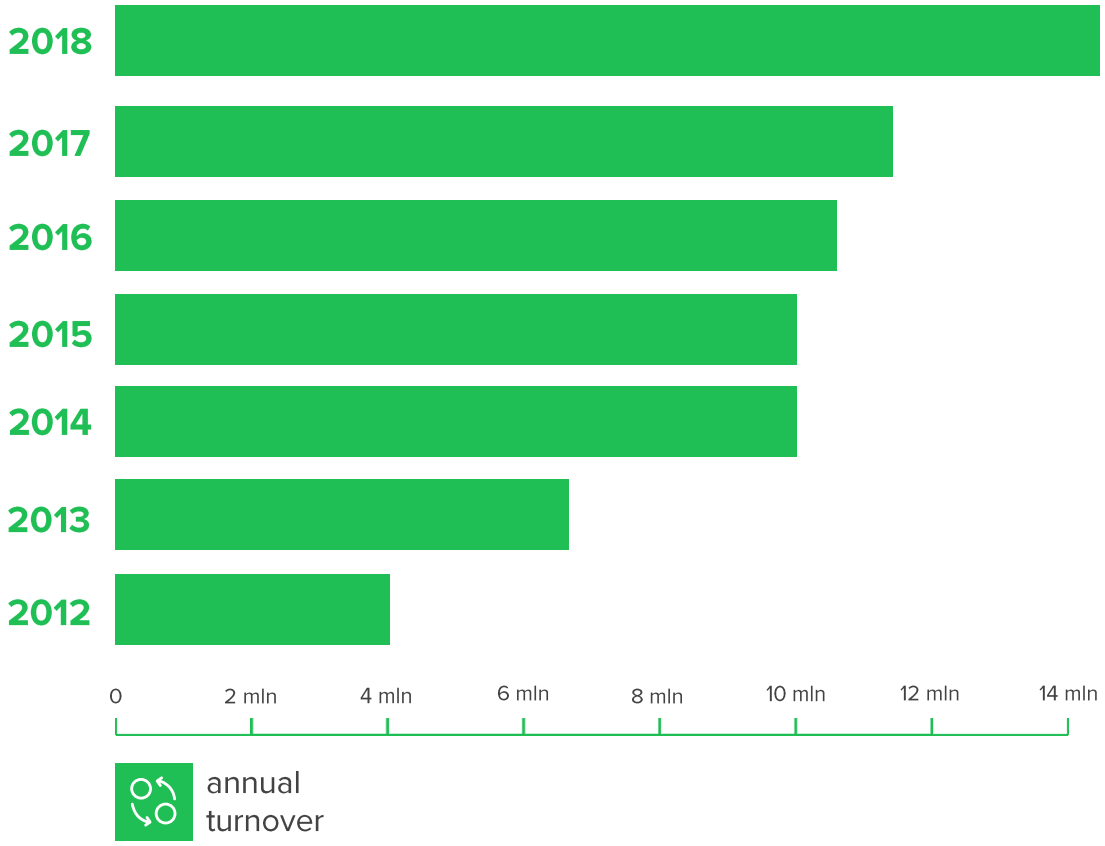
2014 — crossing the turnover threshold of **10** million PLN

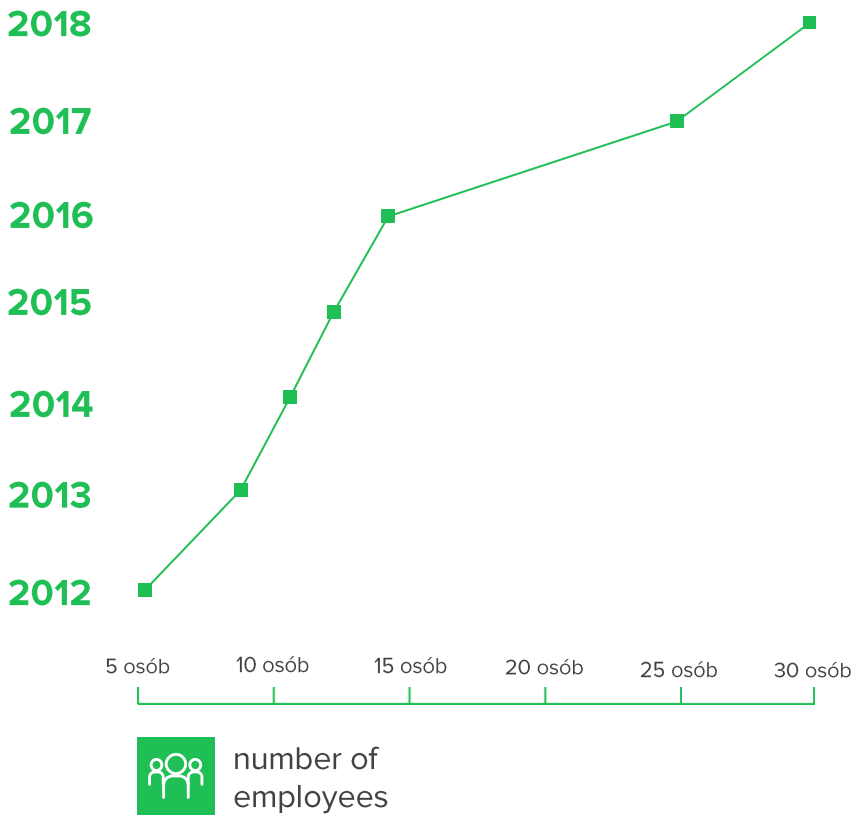
2015 — creation of the **sprzeteventowy.pl** brand

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from greenfield project

to a factory of events





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who we are

Founders of event-factory, Konrad Koper and Sebastian Godula, have been working in the events market for over 20 years. Their wealth of experience has brought a unique know-how of running major festivals, managing production budgets and organising large-scale events from the company's earliest days.



Konrad Koper

Cultural manager and graduate from the Faculty of Management at the Jagiellonian University in Krakow. He has over 20 years of experience in the events industry, gained at MAR Galicja where he was involved with organising almost 250 promotional events, motor shows and races and conferences. Between 2003 and 2007, he worked at the Krakow Festival Office where he ran the Marketing Department and later the Events Department. Producer of some of the largest cultural events in Poland, specialising in organising mass events.

Co-creator of major Cracovian festivals including Sacrum Profanum and Misteria Paschalia, and since 2011 co-author of the hugely successful Actus Humanus music project in Gdansk.

At event-factory, he is responsible for Creative & Client Services. He spends his free time playing squash, cycling and snowboarding.



Sebastian Godula

Graduate from the Faculty of Marketing at the Krakow University of Economics. Experienced event manager and producer. He has been working in the events industry for over 20 years, organising over 500 events in Poland and abroad, including over a hundred large-scale events. His wealth of experience means he is equally comfortable running cultural events such as festivals, performances, TV productions, mass events and concerts as well as commercial productions including conferences, congresses and corporate and promotional events. He started his career in the late 1990s at MAR Galicja. Between 1999 and 2002, he was Brand Manager at Oknoplast.

Between 2002 and 2007, he was Deputy Director for Organisational Development at the Krakow Festival Office where he was responsible for budgeting and managing all projects, contributing to the huge success of Poland's largest cultural events.

At event-factory, he is responsible for Operations & Event Management.
He spends his spare time off-roading and practicing yoga.

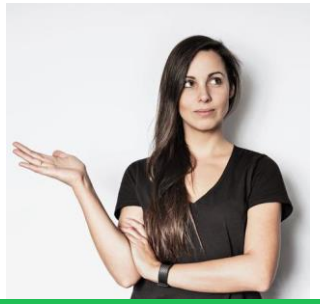
event-factory


























event-factory is all about the team

event-factory

our clients

ABSL
Grupa Azoty
OKNOPLAST
Milka
Olza Prince Polo
PGNiG
hp
Hewlett Packard Enterprise
Capgemini
Kraków Airport im. Jana Pawła II
Energa
empik
FIAT
Gdańsk miasto wolności
Kraków
T-Mobile
KÄRCHER
Carlsberg
RYANAIR THE LOW FARES AIRLINE
Lajkonik
TECE close to you
tvn
TVP Telewizja Polska
PFLEIDERER Aktiengesellschaft
RMF
LOTOS
BMW Motorrad Dobrzański
codewise
ROYAL CANIN INCREDIBLE IN EVERY DETAIL
EY Building a better working world
Nestlé
eset ENJOY SAFER TECHNOLOGY
GOODYEAR
SAXO BANK
Schneider Electric

CONGRESSES

European Employment Lawyers Association Conference

The conference was hailed by the EELA as the best in the association's history.



WATCH THE VIDEO

nominated for the MP Power Award

...from **32** countries

512 delegates

5 years of planning

9 locations



WATCH THE VIDEO

CONGRESSES

European Culture Congress

The most important cultural event of Poland's presidency of the European Union.

4 days

30 ministers from across the EU

1 000 participants

27 events

budget of **2.1 million** PLN



WATCH THE VIDEO

over **1 100** international guests

...including **360** representatives of global business

3 breakout streams

3 days

6 months of preparations

CONGRESSES

9th ABSL Conference: Poland. The Place to Grow

Ninth edition of the most important conference of the Association of Business Service Leaders in Europe.

EMPLOYER BRANDING

HP GBC company picnic

Company event at the Wrocław Stadium for staff members of Hewlett-Packard Enterprise Global Business Center and their families.



25
picnic competitions

5 000
staff members and guests

500
prizes

1
Titan the Robot

WATCH THE VIDEO



EMPLOYER BRANDING

90 years of Grupa Azoty S.A.

Mass event and family picnic for Grupa Azoty celebrating the company's 90th anniversary.

15 000
participants

...including
2 700
staff members

6
concerts

urban game with
300
participants

50
attractions for children and adults

EMPLOYER BRANDING

Capmageddon 2018

Capgemini company picnic filled with fun for all the family and sports competitions for children and adults.

1 000
litres of lemonade

3 000
participants

a total of
25 000
metres of running competitions

500
medals



PROMOTIONAL EVENTS

PARTNERS:

Milka. Let's pick the nicest city in Poland

A cycle of viral campaigns, flash mobs and spy cam provocations for Milka's nationwide promotional campaign.



10
cities

2
editions

3 450 km
on the trail
of the purple bus

15
film
productions

WATCH
THE VIDEO

Oknoplast Pixel

European press launch of Oknoplast's latest product.



120
journalists

270°
projection

...from **8**
countries

200
participants

MP Power Award in the "Event – B2B brand promotion" category

WATCH THE VIDEO

PROMOTIONAL EVENTS

Milka. Discover the magic of the run-up to Christmas

Milka stands fitted with interactive Advent calendars promoting the brand in Polish cities.

9
cities

85
days of preparations

25 000
purple balloons

46 500
participants



WATCH THE VIDEO

MASS EVENTS

PARTNERS:

Magiczny Kraków

RMF

PyroMachina

Pyrotechnics display unique on the European scale.

2
Polish stunt records

2
days

80 000
spectators

15
tonnes of fireworks

1
Guinness World Record





WATCH THE VIDEO

MASS EVENTS

PARTNERS:

tvn RMF Starcom

Milka. Cuddly city

Two nationwide promotional campaigns of the Milka brand.

7 mln
online participants

2
live transmissions

918
cities

3
parallel mass events

45 000
participants

MASS EVENTS

PARTNERS:

OPEN'ER FESTIVAL

Penderecki / Greenwood Project

Krzysztof Penderecki's works interpreted by Jonny Greenwood, composer and guitarist of Radiohead.

3
large-scale concerts

...in 3
countries

52
string instruments

2
musical worlds





SPORTS EVENTS

Kärcher international football competition

Football competition as part of the Kärcher World Meeting, including meetings between company representatives from all over the globe.

150 medals

113 goals

10 teams

26 matches

company representatives from **190** countries

Cracovia Maraton

One of Poland's most important marathons, promoting Krakow and its most beautiful places.

8
nutrition points

5 000
participants

15 000
litres of drinks given out

70
technical support staff



Wrocław Business Run

Charity relay run where a passion for running is turned into raising money for people in need.



funds raised for **139** people

60 volunteers

3 editions

a total of **5 000** participants

4 000 metres of barriers



SPORTS EVENTS

Fan Zone

Grupa Azoty VIP Zone at the Ski Jumping World Cup in Zakopane.

2 500
free samples given away

300
VIPs

2
days of sporting emotions

2 500
mugs of hot chocolate

COMPANY EVENTS

50th anniversary of Kraków Airport

Anniversary gala celebrating the foundation of Kraków Airport with guests from the worlds of politics, arts and media.

80
pieces of lighting equipment

450
guests

100 m²
LED stage sets



COMPANY EVENTS

90th anniversary of Grupa Azoty

Anniversary gala featuring a music concert and a ceremony awarding medals of the Chancellery of the President of the Republic of Poland.



160
medals

500
guests

100 m²
of projection space

review of
90 lat
years of Polish songs

WATCH THE VIDEO



WATCH THE VIDEO

COMPANY EVENTS

SEW-Eurodrive

Opening of the Technology and Training Centre of the world leading manufacturer of motors and drives.

15
minutes of daytime fireworks show

720
hours of preparation

150
guests from all over Europe

10
minutes of 3D mapping with a choreography routine



FESTIVALS

Tone Festival

Annual festival of Grupa Azoty bringing together generations through music.

a total of
350
artists
on stage

450
LED panels

4
editions

20 000
participants

FESTIVALS

PARTNERS:

www.gdansk.pl FINA dwójka POLSKIE RADIO

Actus Humanus

Poland's largest early music festival.



10 mln
listeners all over the globe

10
editions

4 800
hours of rehearsals and preparation

EFFE Label

374
artists

WATCH THE VIDEO

FESTIVALS

Goodfest

Festival in Dębnica presenting the latest trends and phenomena in Polish music.



67
accredited journalists

3
editions

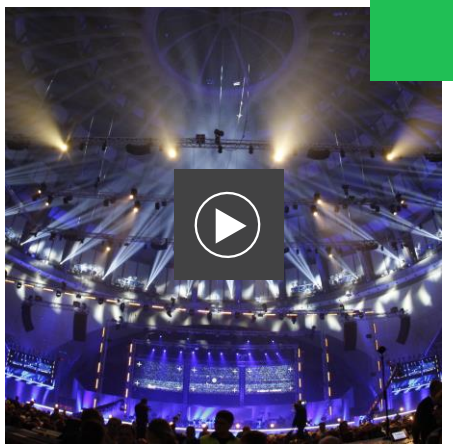
commercial equivalent of
3.5 mln PLN

2.5 mln
advertising reach

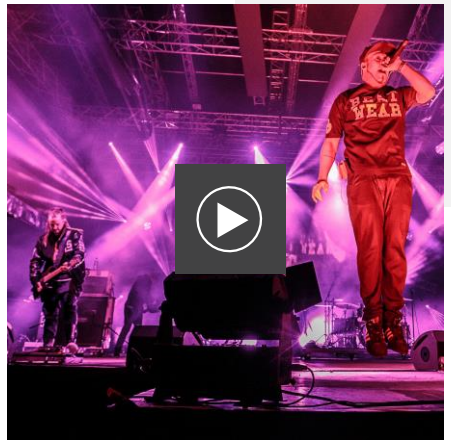
WATCH THE VIDEO

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behind the scenes



European Culture Congress



90 years of Grupa Azoty S.A.



Oknoplast Pixel



EELA Conference



9th ABSL Conference



10th anniversary of HP GBC

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any questions?

go ahead!



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#EventsToShare