



T A U R U S ®
E V E N T S

**Powerful brand experiences
shape the future**



**To build loyalty with audiences
create connection and impact**

Taking event experiential to a whole new level

Nowadays the task of attracting a consumer's attention is more challenging than ever, living in an always-connected, information rich and distracted world with the new threat of recurring pandemics. As new technologies empower customers in the digital age, large enterprises, small and medium businesses and online companies are finding new way to create connections and deepen relationships with consumers through immersive, memorable and engaging experiences – even if they have to be online. When brands can inspire a feeling, the effects are powerful, and Taurus knows how to leave a lasting impression!

A powerful brand experience can shape the future of your brand, building meaningful and long-lasting relationships between you and your audience

Building brands through experiences for over 25 years, we believe turning customers into brand loyalists is a top priority for sustainable success. Today, brands across industry are realising the value that positive personal touchpoints with consumers, stakeholders and partners can bring.

One of the most powerful ways to achieve brand loyalty is through experiential marketing – engage with customers 1 on 1, forge relationships, create conversations and build trust.

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We loved working with the team at Taurus around our LookDeeper.com.au campaign project which included developing customer and patient case studies, development of creative ideas for our LookDeeper media launch event which was held at the NSW Art Gallery and then the coordination and management of the event itself.

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Klaus Bartosch
Managing Director & Co-Founder, 1ST Group

Nailing event strategy to unleash maximum brand value

At Taurus, we are known for our trademarked TaurusBullseye™ methodology, ensuring your event meets business objectives and delivers tangible business impact, every time. Working with our event planners to develop an event strategy goes beyond great planning or including the latest frills.

Your entire event from conception to realisation, is supported by a clear purpose and central theme, reinforcing your brand value proposition through consistent experiences across all touchpoints.

Whether it's an intimate event for 20, a roundtable of key media or a large-scale brand activation, nothing is out of reach for the Taurus team – virtual or in person. Creatively imagined and strategically planned, Taurus events ensure more than just a lasting impression – we look to connect you to the right audience and provide powerful opportunities to build engagement, inspire loyalty and nurture meaningful relationships.

Creating meaningful connections to inspire action

Developing a 360° brand experience with customers at the centre

Taurus knows the crucial success factors that make or break an experience. The event strategy must be deeply engrained in the brand DNA itself and then meet (and exceed) guest needs and expectations.

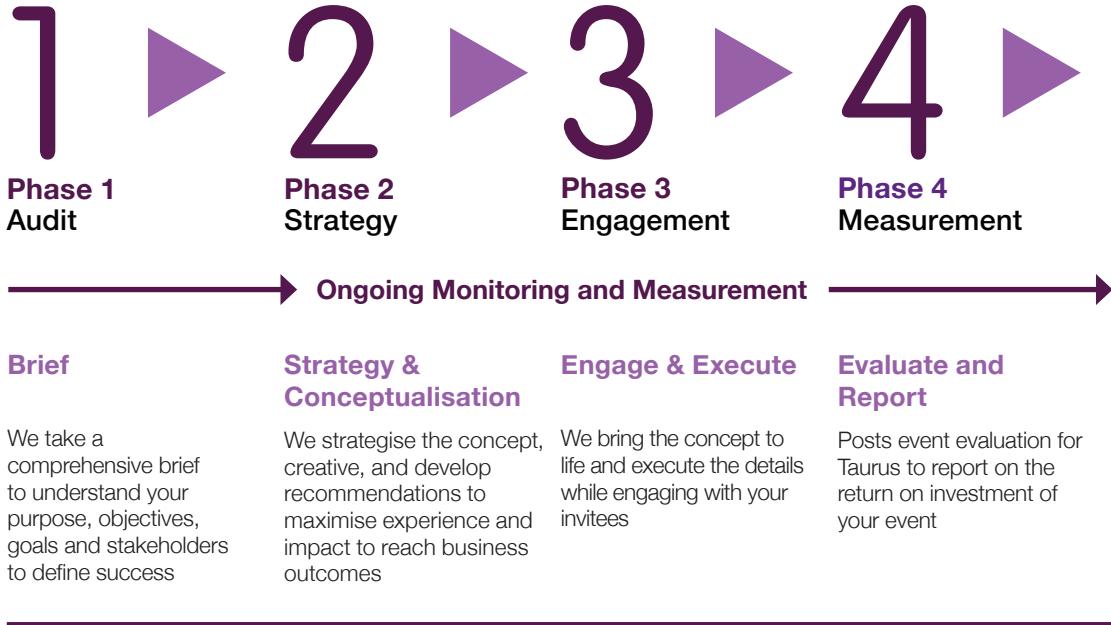
We take events from bland to brilliant

Taurus has a comprehensive approach to help maximise holistic brand experience and event impact before, during and post the event – either in person or online. Prior to staging an event, we deep dive into creative development and conceptualisation, our PR team raises awareness of the event and engages with target audiences generating buzz around the occasion.

During the event, the high caliber guest list, experiential components, giveaways, digital and traditional media integration all come together to maximise real-time digital reach and endorsement. Our job is also to extend engagement and sustain interest post event, ensuring the tangible and emotive brand experiences resonate in the digital world, for ongoing dialogue and connection beyond those who attended.

How Taurus creates experiential powerful strategies

Our Event Process - The TaurusBullseye™



Embracing the future of virtual

In the wake of a world that will face ongoing pandemic threats, businesses and communities will need to turn to online events seamlessly. With a 25-year reputation, Taurus is known for our ability to help brands adapt. We can create a virtual event to suit your objectives, whether it be an educational webinar, interactive panel discussion, engaging live stream or larger scale digital conference.

Events that go way beyond the wow factor

Brands are under increasing pressure to gain a sustainable point of differentiation in the market. This extends beyond everyday marketing tactics and events achieve touchpoints and an opportunity to stand out from the crowd.

Taurus will safeguard brand DNA to ensure your event embraces and reflects your brand values to drive memorable, purpose-driven and meaningful connections.

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Joanne – an inspirational, hands-on and self-taught entrepreneur – has diversified her already vast portfolio to fund and drive the beauty industry, creating an app that gives you access to an expert, trusted ‘glam squad’ around the clock – whether you are juggling babies or leading boardrooms! She is disrupting the existing beauty industry to offer a premium, convenient experience for women on the go. From formals to weddings and more, your beauty needs will be met by the LASHD squad. ”

Blush Digital Magazine



What does TaurusEvents offer you?

- » Event Strategy
- » KPI and objective setting
- » Brand Immersion and key message review
- » Event theme ideation
- » Identification and engagement with key influencers
- » Event, experiential and styling conceptualisation
- » Source, coordination and POC for venue and suppliers
- » Budget management
- » Create and manage invite list and RSVP management
- » Full event run down & production schedule
- » Onsite event management (set up, tear down, etc.)
- » PR and media coverage (recommended add on)
- » Social media integration (recommended add on)
- » Definition of measurement criteria and ROI reporting



Who is our event service for?

- » Consumer brands
- » Retail
- » Entrepreneurs
- » Celebrities, influencers, personalities
- » Fitness and lifestyle
- » Online/e-commerce brands
- » Technology
- » Technology
- » Professional services
- » Restaurants and hospitality
- » Health and aged care
- » Property, construction and real-estate
- » Education
- » NFPs

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The end result was a classy, high impact and intimate launch event attended by media and VIP's that continues to be remembered by all that attended. If you are after a smart, innovative and highly professional marketing partner, then talk to the amazing team at Taurus.

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*Klaus Bartosch
Managing Director & Co-Founder, 1ST Group*

As seen on



Marketing Strategy

Entrepreneurs & Startups

Public Relations

Corporate Brand Identity

Social Media

Introducing The Taurus Group ACN 102 812 000 - Taurus is one of Australia's highest profile, privately owned, integrated marketing agencies. We deliver strategic marketing, public relations, crisis comms, investor relations, creative and social media solutions to help drive your business forward. Clients range from smart entrepreneurs to major ASX-listed corporations across the B2B and B2C sectors. We offer unparalleled levels of service with a practical, 'No Bull' approach focused on delivering results based on our unique TaurusBullseye® methodology. We warmly invite you to experience the Taurus way of growing your business!

Connect with us



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