



Map of Event

Car Park

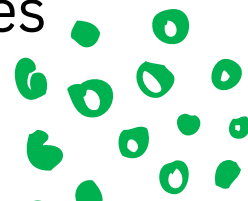


Food Trucks

Pulse Events
Stall



Carnival Games



POTENTIAL STALL IDEAS



STALL DESIGN #1

STALL DESIGN #2



Chain Of Authority

ALEK – FOUNDER & CEO
OVERSEES THE ENTIRE BUSINESS
MAKES FINAL DECISIONS
LEADS BRAND VISION AND STRATEGY
MANAGES PARTNERSHIPS AND FINANCES

JETT – OPERATIONS MANAGER
ORGANIZES EVENTS
COORDINATES VENUES, LOGISTICS, AND EQUIPMENT
ENSURES EVENTS RUN SMOOTHLY

ZACH – CREATIVE DIRECTOR
DESIGNS VISUALS AND PROMOTIONAL CONTENT
CURATES THE LOOK AND FEEL OF EVENTS
WORKS WITH DJS ON MUSIC THEMES AND SETLISTS

VINAY – MARKETING & PROMOTIONS LEAD
MANAGES SOCIAL MEDIA AND ADVERTISING
BUILDS HYPE AND TICKET SALES
ENGAGES WITH THE COMMUNITY AND INFLUENCERS



Pulse Events – WHS Checklist (Expo)

The following areas will be reviewed to abide by all WHS laws and regulations.

- Risk assessment done (trip hazards, cords, crowd safety)
- First aid kit available at the stall
- All electrical gear tested/tagged
- Stall setup is stable and secure
- Emergency exits are clear and visible
- Fire extinguisher nearby if needed
- COVID-safe items (sanitiser, wipes) ready
- Staff trained in safe lifting and setup
- Everyone knows how to report an incident
- Quick safety check done each morning

Timeline of Event

9:00 AM – Booth Setup & Welcome

- Staff on duty: Alek, Jett, Vinay, Zach
- Light music, digital screens showing past event highlights

10:00 AM – Opening Remarks & Vision Talk

- 🎤 Speaker: Alek (CEO & Founder)
- Topic: “Creating Unforgettable Experiences with Pulse Events”

11:00 AM – Interactive Demonstration

- 🎬 Led by: Jett (Operations Manager)
- Live walk-through of how Pulse plans, sets up, and executes a large-scale event

12:00 PM – Social Media Giveaway

- 📢 Led by: Vinay (Marketing Lead)
- Attendees enter via QR code, winner announced at 3:00 PM
- Prize: Free consultation or event discount package

1:00 PM – Creative Showcase

- 🎨 Led by: Zach (Creative Director)
- Display of themed events, mood boards, and interactive design corner

2:00 PM – Logistics & Q&A Panel

- 💬 Featuring: Jett, Zach
- Attendees ask questions about operations, design, vendor relations

3:00 PM – Giveaway Winner Announcement

- 🏆 Announced by Vinay
- Social media shoutout, photo op

4:00 PM – “Why Pulse?” Mini-Talk

- 🎤 Speaker: Alek
- Recap of services, client testimonials, special Expo-only discount

5:00 PM – Networking & Closing

- 🍷 Light refreshments
- Casual mingling with all team members
- Final chance to enter leads into CRM / scan badges



Personnel Needs

	Role	Responsibilities	Number Required
<input type="checkbox"/>	Event Manager	Oversees stall setup, coordinates activities, handles scheduling	1
<input type="checkbox"/>	DJ/Performer	Provides live music and sets the vibe	1
<input type="checkbox"/>	Stall Attendants	Welcomes guests, distributes merch, explains services	1
<input type="checkbox"/>	Promotions Staff	Engages with attendees, runs giveaways, encourages sign-ups	1
<input type="checkbox"/>	WHS Officer	Ensures safety checklist is completed, handles incident response	1