



## DIRECTOR'S NOTE

It's been an eventful few months since our last issue. We have recently developed a focus on researching trends, education and building on our industry knowledge both locally and internationally, with the aim of providing the best possible service to our Adelaide clients.

In June we attended 'RSVP Melbourne' – the event for the event industry, which provided some amazing insights into national and worldwide trends and creative event management approaches. The conference confirmed and demonstrated the unique role that events play in marketing and building brands. Unlike any other marketing activity, events have the ability to touch all five senses at the one time. A carefully crafted event provides a highly valuable opportunity to engage with a particular target audience at a level that no other marketing activity can achieve.

In late September I will be meeting with event companies and undertaking research into event trends and ideas in New York – my visit coincides with Mercedes Benz Fashion Week. On the way home I'm attending a Gala Cocktail Event for the Entrepreneurs Organisation and the Intergovernmental Renewable Energy Organisation at the Playboy Mansion, LA – this will provide some highly valuable inspiration and insights and I look forward to sharing the experience with you when we next catch up!

*Kate*

KATE ABRAHAM

## HEARING AID LAUNCH IN MELBOURNE A RESOUNDING SUCCESS

Earlier this year we partnered with Melbourne PR company Haystac, Kojo and the Hearing Life team to launch the world's smallest hearing aid at the Melbourne Recital Centre.

Selected guests were fitted with the new 'Touch' hearing aids and then treated to a performance by the Australian String Quartet.

Keito Events produced and project-managed the event, including the ASQ involvement, the venue, catering, and Audio Visual requirements. We facilitated the achievement of significant PR and media coverage objectives set for the event.

The launch was a resounding success - media coverage included The Advertiser, ninemsn, Sydney Morning Herald, Sky News, SBS and Channel 9.

### Hearing device touches a new market

HEARINGLIFE has launched the world's smallest hearing aid – many thousands of which will be assembled and distributed around the world from its Parkside facility.

The Touch is up to 50 per cent smaller than the second-smallest hearing aid currently available and allows for discretion without compromising quality, said the manufacturer.

It offers an attractive alternative for the 3.55 million Australians affected by hearing loss.

we have seen the impact of the crisis.

"The Touch, which is the first automatic hearing aid that adjusts itself to its surroundings, will help our company remain buoyant."

The Touch, made by U.S.-based Sonic Innovations and priced from \$2500 to \$4800, can be trialled by users before any purchase decisions, and is available at most hearing centres around Australia.



# EVENT TRENDS FROM THE WORLD AT MELBOURNE EVENT EXPO

Australia's event industry event provided some valuable insights and creative ideas for the Keito Events team. We attended seven seminars involving some of Australia's top marketing and event brains. The Global Trends session was particularly insightful.

The panel shared case studies which demonstrate how organisations are using creative events to achieve a lasting connection between their brand and their target audience. Examples included a Fosters launch involving live art, an Adidas launch involving the crowd wearing white tracksuits and spraying each other with paint using supersoakers, architectural design in a Sportsgirl store, the pop-up wedding concept (Martha Stewart, New York) and a Contrieu on Ice event in the snow (timed to coincide with the ski season opening).

We would be delighted to discuss a creative concept for your next event.

# SOME OF OUR CURRENT PROJECTS

## Land Management Corporation

- Promotional activity for Lochiel Park Green Village

## Copper Cove Marina

- Annual boating and seafood festival

## Polo Enterprises Australia

- Polo in the City, Adelaide

## Minter Ellison

- Client Christmas Event

## Square Holes

- Client Event

## Gibaran Learning Group

- Graduation 2009 and an event to celebrate 25 years

## City of Unley

- 2010 Unley Gourmet Gala, to celebrate the Tour Down Under

**If you would like to discuss an event idea or find out how an event could solve a marketing or business challenge, contact us on 8373 0500 or 0413 589 637.**

# KEITO EVENTS TO MANAGE PASPALEY POLO IN THE CITY – ADELAIDE

Keito Events has been selected to event manage the 2009 Paspaley Polo in the City event in Nanto Womma Park (Robe Tce) on Sunday 6 December 2009. The Adelaide event, which is also held in Perth, Sydney and Melbourne, was a great success last year and this year's event is tipped to be bigger and better.

It is the perfect day to entertain clients, friends and family whilst being amongst all the action of the polo field. During two exciting games you will mingle among many lavish marquees enjoying flowing champagne and sumptuous catering.

**If you would like information on the corporate hospitality packages or VIP marquee tickets, please contact our office on 8373 0500 or email [kate.abraham@keito.com.au](mailto:kate.abraham@keito.com.au).**



Nanto Womma Park  
**6th December 2009**

[www.polointhecity.com](http://www.polointhecity.com)  
for hospitality and tickets

