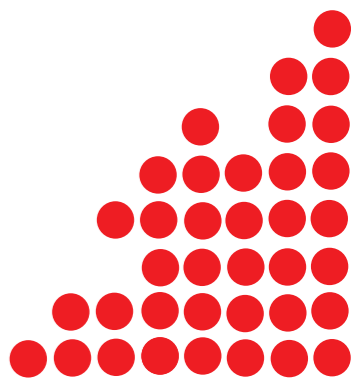


**EVENT CREATION,
DESIGN DEVELOPMENT
& OPPORTUNITY EVALUATION**



strategy|solutions|sustainability



Incognitus can provide your business with expert leadership in developmental planning, organisation of ownership, funding alternatives, business modeling and operational budget creation. We can develop the initial guidance on the configuration of site plans, infrastructure services planning, customer access, facility amenities, and event operations.

Our unique approach is that we drive our input from the 100 years of operational experience that we share as a management team.

Our involvement and expert leadership in developmental planning, organisation of ownership, establishing funding alternatives, business modeling and operational budget creation will provide any development group with a realistic reflection of the required business components, brand and marketing programs as well as the fundamentals or timelines and possible business opportunities.

Our Global reach and experience allows us to develop the initial guidance on the configuration of the master site plan, infrastructure services planning, customer access, facility amenities, and event operations and at the same time provide the initial estimates for staffing requirements and organizational structure and even facilitate a comprehensive search program to identify appropriate management staff.

A partnership with **Incognitus** will assist the development and implementation of the initial brand introduction and marketing program as well as develop and implement the event-marketing plan and a premium sales program, locally nationally and internationally.



Our Global expertise can assist in the lead of the negotiation and securing of an appropriate site as the added value to the development, governmental and civic relationships required for the successful introduction of a large international multi-year events into the community.

We can assist with the establishment of a comprehensive business model that will serve as the foundation of the business development in short, medium and long term strategy beginning with research and benchmarking exercises of similar facilities in similar markets, as well as assist in the determination of the financial parameters of the event or facility.

Case Study reference:

At Incognitus we have assisted our clients in the research that underpins their success.

In the case of one of our Middle Eastern clients we developed an initial overall site plan and overlay of integrated off site service locations beyond the actual event sites that includes parking, support services, traffic management, emergency services access and other associated aspects of the overall site.

“Our desire is to continue to provide valuable consultation, information and management, based on the solid foundation that is the very base building blocks of our company, that being operational experience”

Incognitus established a foundational brand introduction and marketing plan providing the basic structure and preliminary estimated expenses for the implementation of the plan. Along with this plan, a preliminary event-marketing plan was developed that includes traditional marketing, tourism and international marketing, viral and digital marketing elements, basic group sales plan and the structure for the development of the sale of premium assets. Included in the plan are the realistic estimates of revenues derived from corporate partnerships and other various income opportunities.

We formed an integral part of the budgeting process, we developed a staffing model, both full-time and event based which allowed for the development of a management organizational chart and job descriptions. This will serve as the basis of the management search that will be directed by Incognitus as part of the overall business model and timeline development.

We were able to provide a realistic plan, that “cut to the chase” to the operational nuts and bolts with a plan that provided critical information that worked hand in hand with the developers and management. Not shrouded by self interest or a desired outcome.

Without this critical information the development of such an event would be similar to navigating a large ship without an operational rudder. Our desire is to continue to provide valuable consultation, information and management based on the solid foundation that is the very base building blocks of our company, that being operational experience

What we do

- Project Management
- Operational Readiness
- Cleaning and Waste Scoping and Strategy
- Recruitment
- Sustainability and Efficiency Engineering
- CAD design
- Logistics
- Transition and Startups
- Relationship Management

What we've done

Our understanding, nimble size and diversity have opened the door to a world of opportunities. Through our experience and resources we have been fortunate to work with some of the world's most exciting organizations, thus continuing to gain experience daily; experience that we are happy to share. Let us help you tackle any assignment, anywhere around the globe. Our unique global span of markets and depth within each sector of the industry brings great insight, insight that is crucial as opportunities become more complex and multi-faceted. This insight is then morphed into part of our DNA. It makes us what we are.

