



EVENTS THAT CREATE OPPORTUNITIES

YEARS OF EXPERIENCE, PROVEN RESULTS

Events is what made Eblana Communications a business in the first place. It was a desire to repeat the successes at the likes of Thomson Reuters that led Philip O'Connor to start a company and offer you the chance to create memorable meetings and help you cement relationships and create opportunities.

From high-powered conferences and keynote speakers to relationship building, sports events and chaired meetings, Eblana can tailor an event to suit your budget and objectives.

SOME OF THE HIGHLIGHTS

- The first appearance of former "Rogue Trader" Nick Leeson in Stockholm, where he speak about his past to a packed house in Berns Salonger in Stockholm.
- A sold-out Credit Crunch summit at the outset of the financial crisis, where top central bankers discussed what lay ahead for financial markets.
- "Football Evenings" with former Sweden and Celtic captain Johan Mjällby. Your guests get to the heart of the action with expert analysis before, during and after the game, as well as an insight into the life and mindset of the professional footballer.
- The "Meitheal" Seminars- Philip chaired a series of meetings to discuss how Irish ex-patriates could help companies in their native land to find new export markets. This model is now being copied and rolled out around the world.



Nick Leeson (top) and Johan Mjällby

HOW IT WORKS

Eblana follows a very simple matrix in event planning- you tell us what you want to achieve and approximately how much you want to spend, and we deliver a dynamite event tailored to suit.

It could be an evening of whiskey- and cigar-testing for valued customers, or a seminar to attract new business. You might want an independent chairperson to host a meeting with a client, or a street event to raise awareness of your brand. Should you wish to do so, your event can be streamed live online and professionally photographed and recorded.

Whatever it is you want to achieve, your best starting point is to dream a little dream - then contact us at events@eblana.se.

SOME IDEAS TO GET YOU STARTED

AN IRISH EVENING AT THE DUBLINER PUB, STOCKHOLM

Show your valued clients how much they mean to you by treating them to a nice evening in a pub in Stockholm.

We begin in the back bar of this landmark Stockholm pub, where your guests are offered a variety of beers on offer. When everyone has arrived, you take your seats in the dining room and are served traditional foods prepared from the finest ingredients by Irish chefs.



As the meal ends we are joined by a representative of Irish Distillers for an after-dinner drink with a difference. This whiskey expert will lead us through the whole production process, explaining the hundreds of years of history that go into making whiskey, known in Ireland as “uisce beatha”, the “water of life”. Naturally, your valued clients get a chance to put their new-found knowledge to the test as we taste a selection of whiskeys from around the world.

To finish, we are joined by some of the finest Irish musicians in Sweden for “ballads and craic”- songs and stories carried down through the mists of time and still as entertaining today as they ever were.

Experience shows that such evenings create an immense amount of goodwill from guests and provide excellent networking opportunities during which to discuss business.

THOUGHT LEADERSHIP SEMINARS

Standing out in today’s crowded business landscape is not easy, but one sure-fire way to get the attention of your customers is through Thought Leadership seminars.

Simply put, you choose a cutting-edge topic or topics related to your business and invite some heavyweight speakers to address your audience. It could be a central banker from Norway or an industrialist from China, or an investor or regulator whose opinion holds sway in your sector.

Often just the name of your speaker is enough to garner good headlines, but that’s not enough for us. We ensure that the whole event runs like clockwork, from the coffee and registration to the flowers for the speaker at the end of your event. When your guests leave, they will have no doubt about which firm is leading developments in the field- yours.

MEETINGS WITH A DIFFERENCE

It can take a long time to do business in Scandinavia. Differing expectations and the need for absolute transparency can slow sales meetings to a standstill, frustrating both parties. But that day will soon be gone.

Many companies are now employing the services of an independent chairperson to chair such meetings and keep the proceedings moving along. Unburdened by personal interest, the chairperson can gently guide the meeting along, parking issues that can be resolved later and assisting in the thornier subjects that need to be teased out now.

An experienced journalist with a background in communications and marketing, Philip O’Connor can help both you and your customer reach an agreement that represents the best value for all parties.