



TO: Watermark Bar
FROM: EFG PR
RE: Grand Opening of Watermark Bar

The following outlines EFG's pre-event, on-site and post-event roles and responsibilities for the upcoming Grand Opening of Watermark Bar event on Wednesday, July 24th at Watermark Bar.

I. CONCEPT

- Grand Opening Event featuring celebrity appearance and VIP DJ
- Open bar and light bites
- We suggest featuring the snow cones as an added element to the event (this will also make great photo opportunities)

II. EFG PRE-EVENT DUTIES

- **Celebrity** – Rosario Dawson confirmed
 - Will arrive around 8:30pm and will stay for no less than 1 hour
- **Set-Up** – EFG and WB to schedule a meeting at Watermark Bar to discuss layout and flow of the event
 - Rosario should have a reserved section/table
 - Photo opportunities should be prepared/discussed
- **Hire in-house photographer** – We recommend hiring a syndicated wire service such as WireImage/GettyImages who will post on their website and distribute throughout their channels
 - WireImage normal rate is \$300/per hour, but EFG will secure a special rate (around \$300 for 3 hours). WireImage package will include post-event usage rights to all images and link to download all images immediately following the event.
 - **WB to let EFG know if this is approved to book ASAP**
- **Invites** – EFG received evite from WB
 - **Media Invites** – EFG will handle all media outreach and maintain separate press and VIP RSVP list
 - All press RSVPs that come directly to WB team should be forwarded to EFG
 - **VIP Invites** – EFG will assist WB in inviting additional VIP DJ's, socialites and celebrities to attend
 - **WB Invites** – WB to maintain all RSVPs on their end (friends, family, staff, etc). WB to send EFG the list day of event and EFG staff will do check in for both WB and EFG lists.
 - EFG will submit RSVPs to-date at the end of each day leading up to the event with any specific feedback on requested interviews

III. EFG ON-SITE DUTIES

- **EFG Staffing** – There will be 8-10 EFG staff on-site working the event
- **Door Check-In** – There will be at least two EFG staff at the entrance of the venue checking in press RSVP's and WB RSVP's



- **Photos** – There will be a designated EFG staff to facilitate all photo opportunities
 - EFG will create a shot-sheet for the photographer pre-event so they are fully aware of the shots we need internally and for press purposes
- **Press Interviews** – EFG will facilitate any press interviews on-site with WB executives and/or talent
- **Items** – EFG will be eyes and ears for details to include in the post-event recap that will be distributed to press

IV. EFG POST-EVENT DUTIES

- **Post-Event Release** – EFG will disseminate a post-event release by 9am the next morning to all media with details from the event and images, in order to generate extensive press placements in fast-breaking media outlets and beyond
 - As always, EFG will send through press placements and clips as they happen
- **Follow-Up** – EFG will reference the check-in list and follow up with all media that attended, thanking them for celebrating with us on behalf of EFG and WB.
- **Photos** – EFG will provide a copy of the CD of images for WB to use/keep for their records
- **Attendance Recap** – EFG will provide a recap of all press in attendance
- **Press Recap** – Once all press has come through, EFG will send a recap of placements generated on behalf of the event