

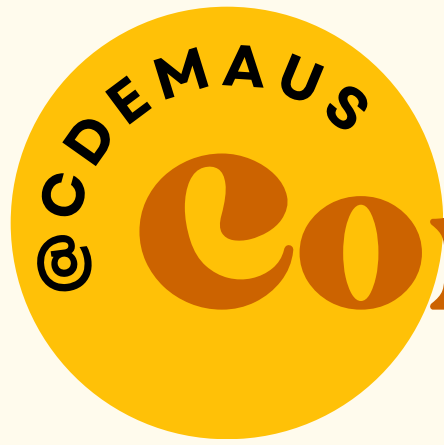
# Portfolio

of the brands we've conquered



**CARPE DIEM**  
EVENTS & MARKETING





# Contents

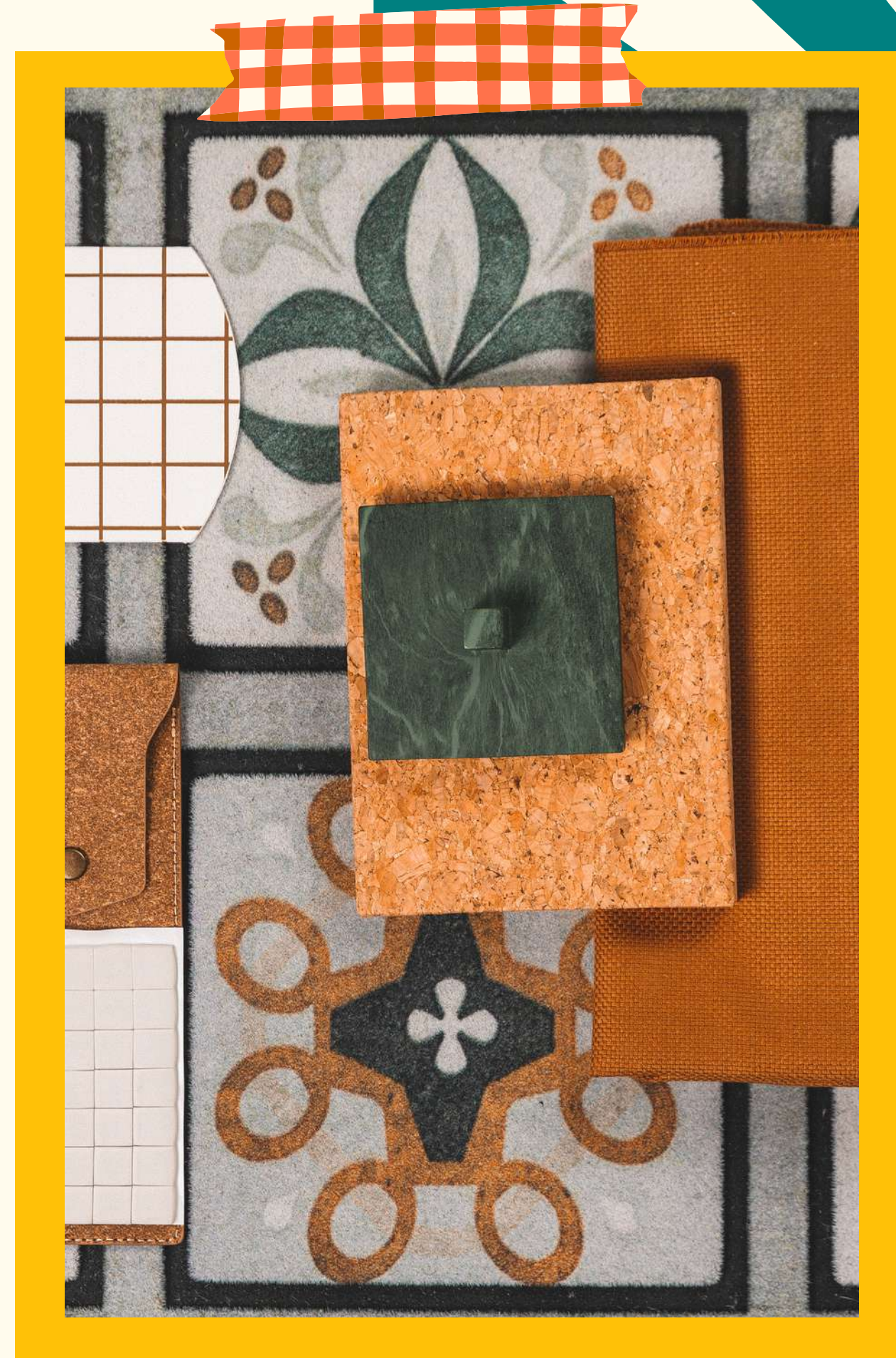
Our Process Overview

Examples of how we've captivated audiences

How we've captured opportunities

How we've cultivated relationships

Contact deets for your growth!





# e.c.c. Overview

1



2



3



**Captivate Attention**



**Capture Opportunities**



**Cultivate Relationships**







# Captivate *Attention*



STEP  
1

- Branding
- Website upgrade
- Professional photo & video
- Organic social media
- Onsite support
- Regular activities + events
- Localised marketing
- Design & print assistance  
and more!





# AustMSS

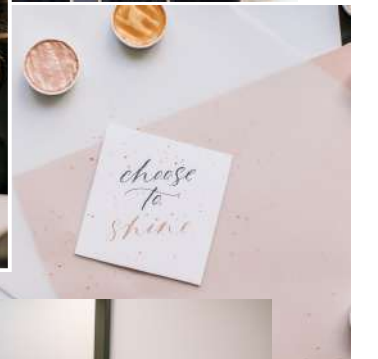
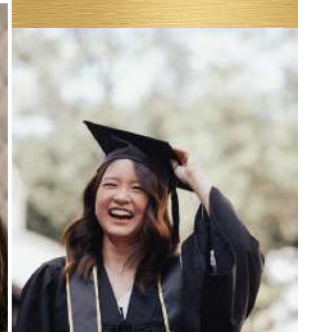
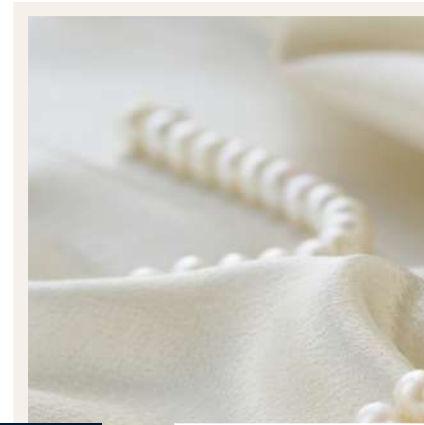
## Branding

- Brand strategy
- Logo design
- Typography and palette
- Professional photo & video
- Brand identity
- Tone and voice
- Media collaterals

Playing with textures



A little bit of luxury



Embracing Melbourne



real images



Calm and comforting imagery



Never compromise professionalism



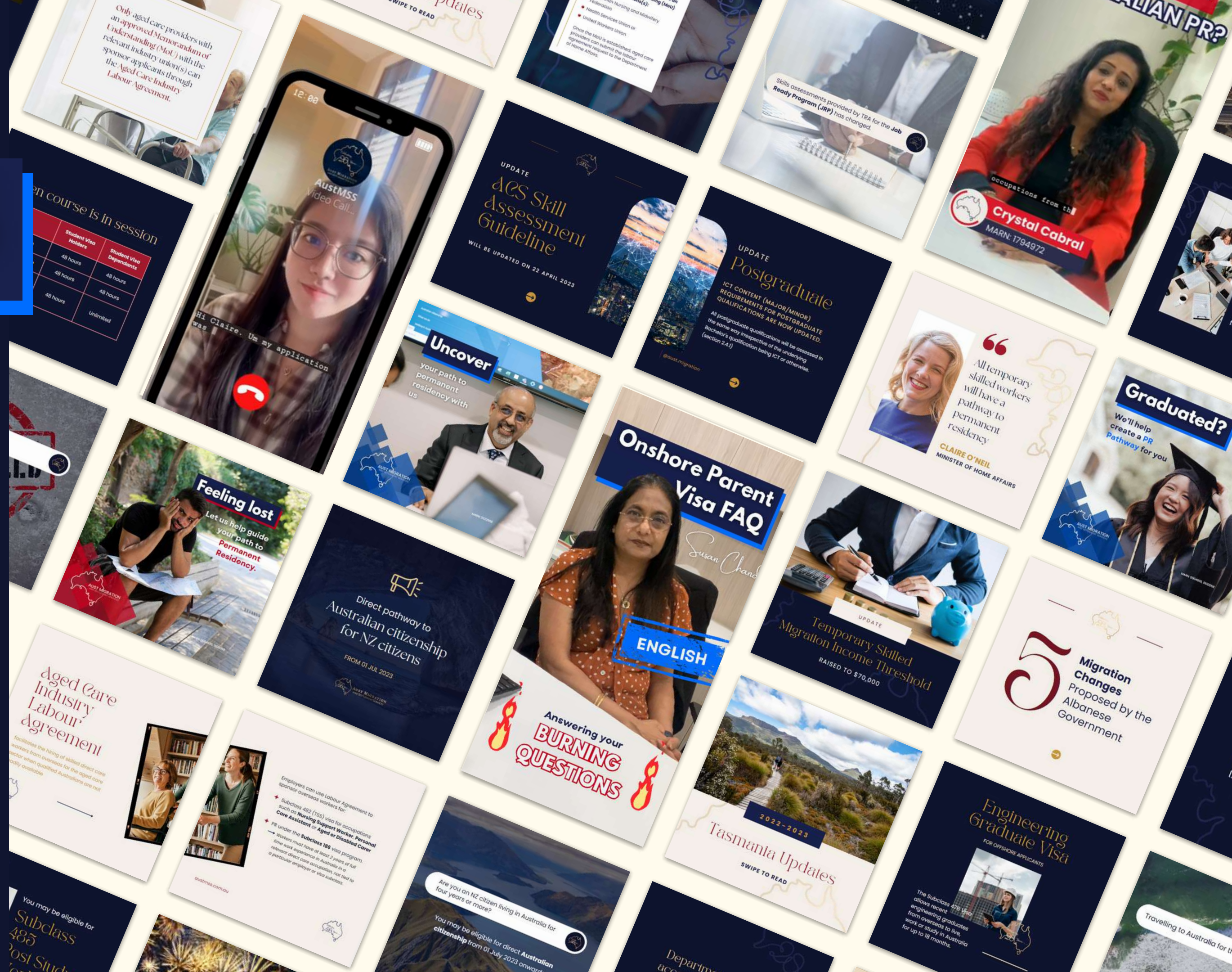
some playful, witty messaging



# AustMSS

## Social Media

- Content strategy
- Content creation & design
- Community management
- Videography (YouTube videos, Instagram reels, TikTok)
- Content Distribution
- Content Analytics

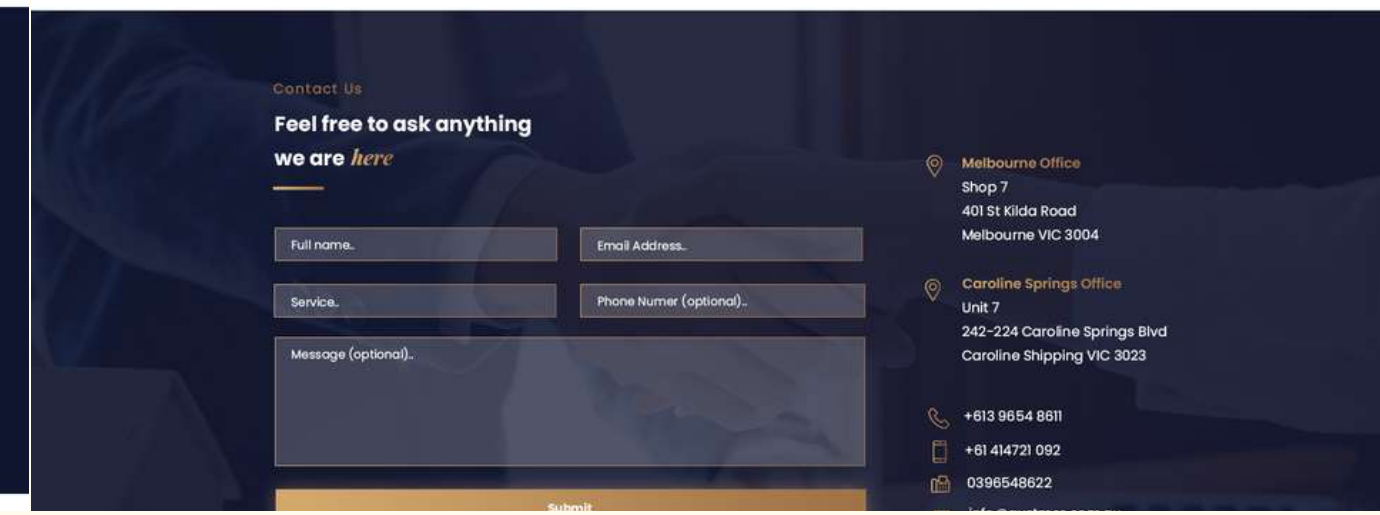
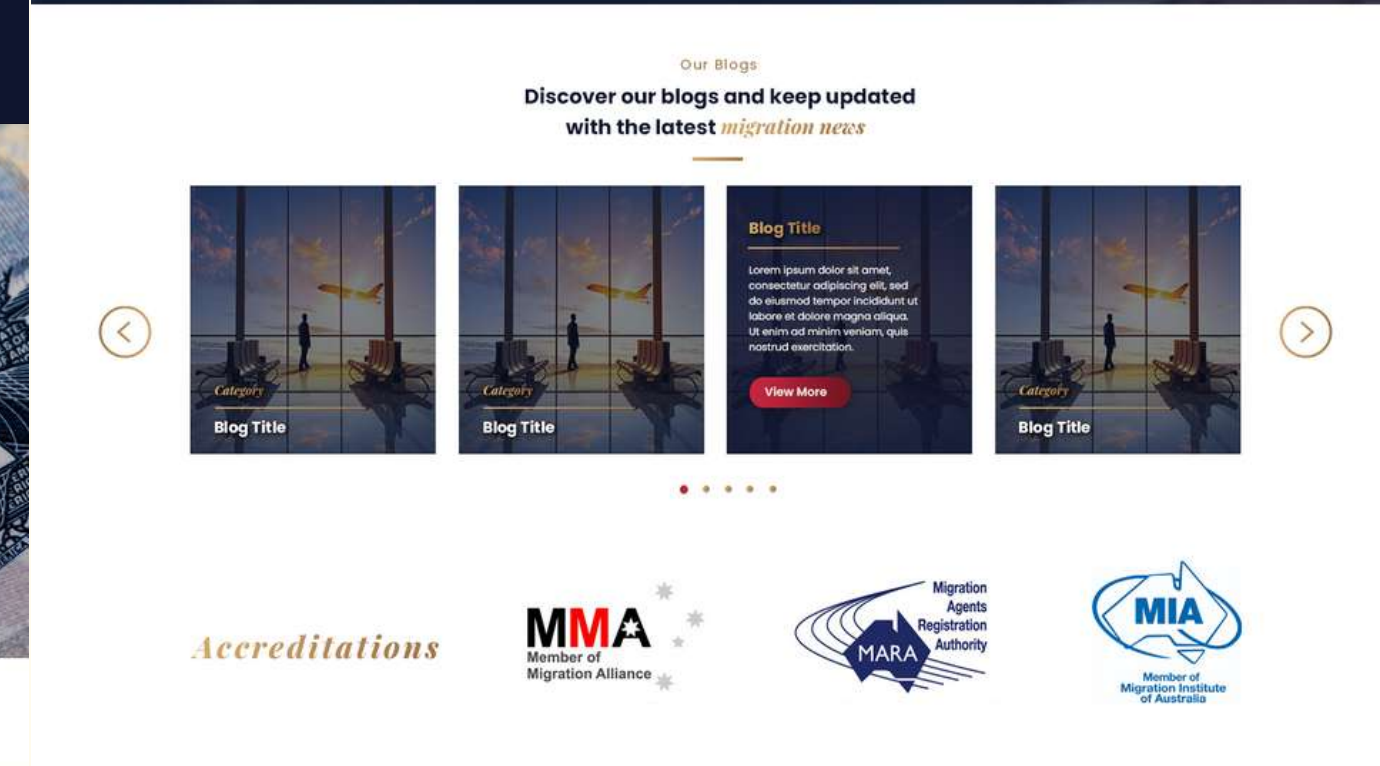
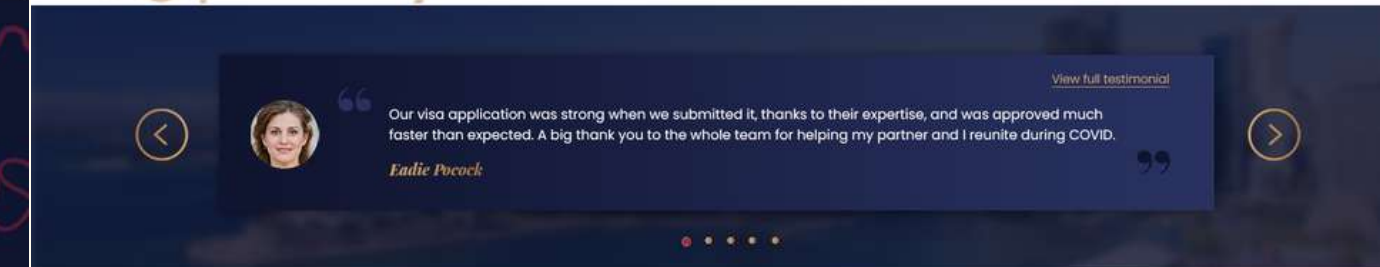
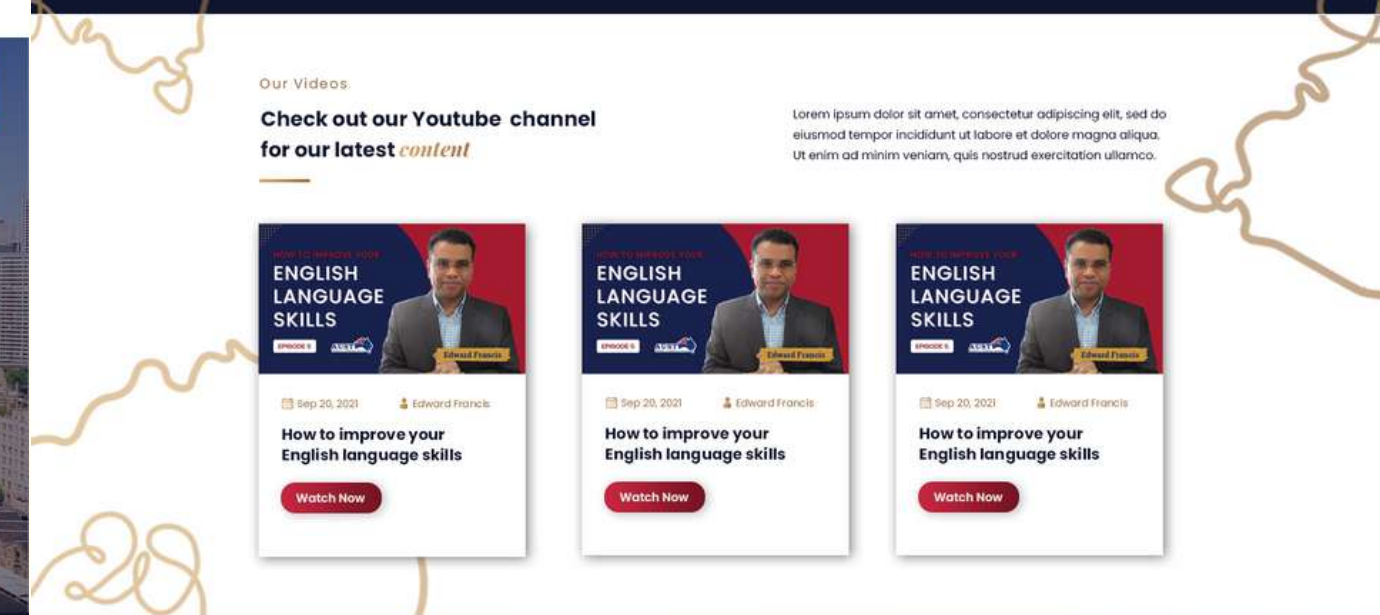
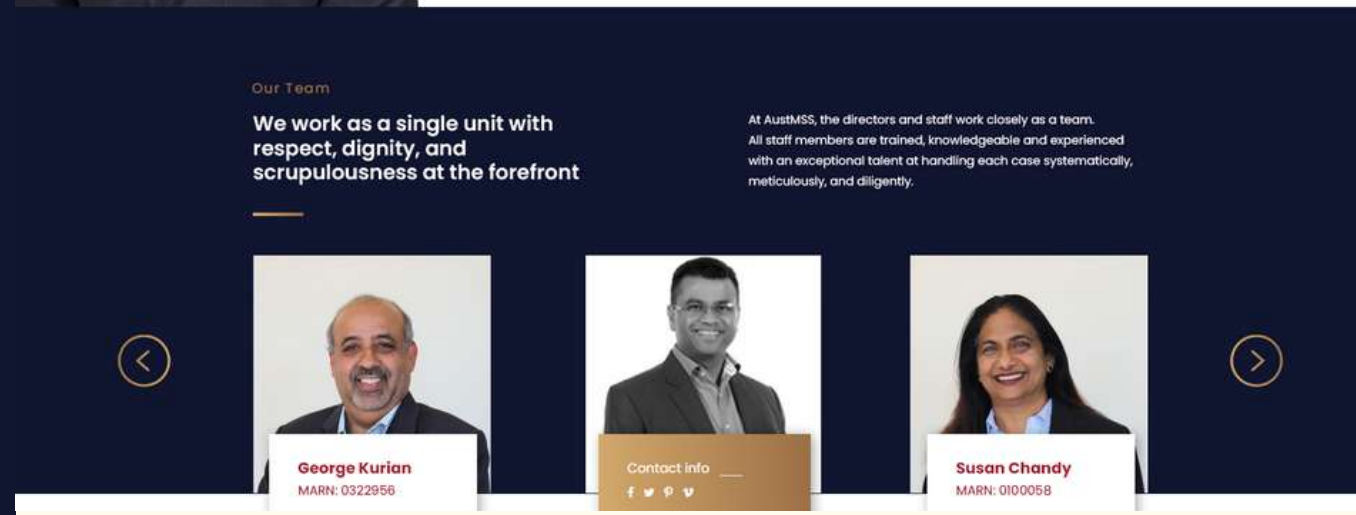
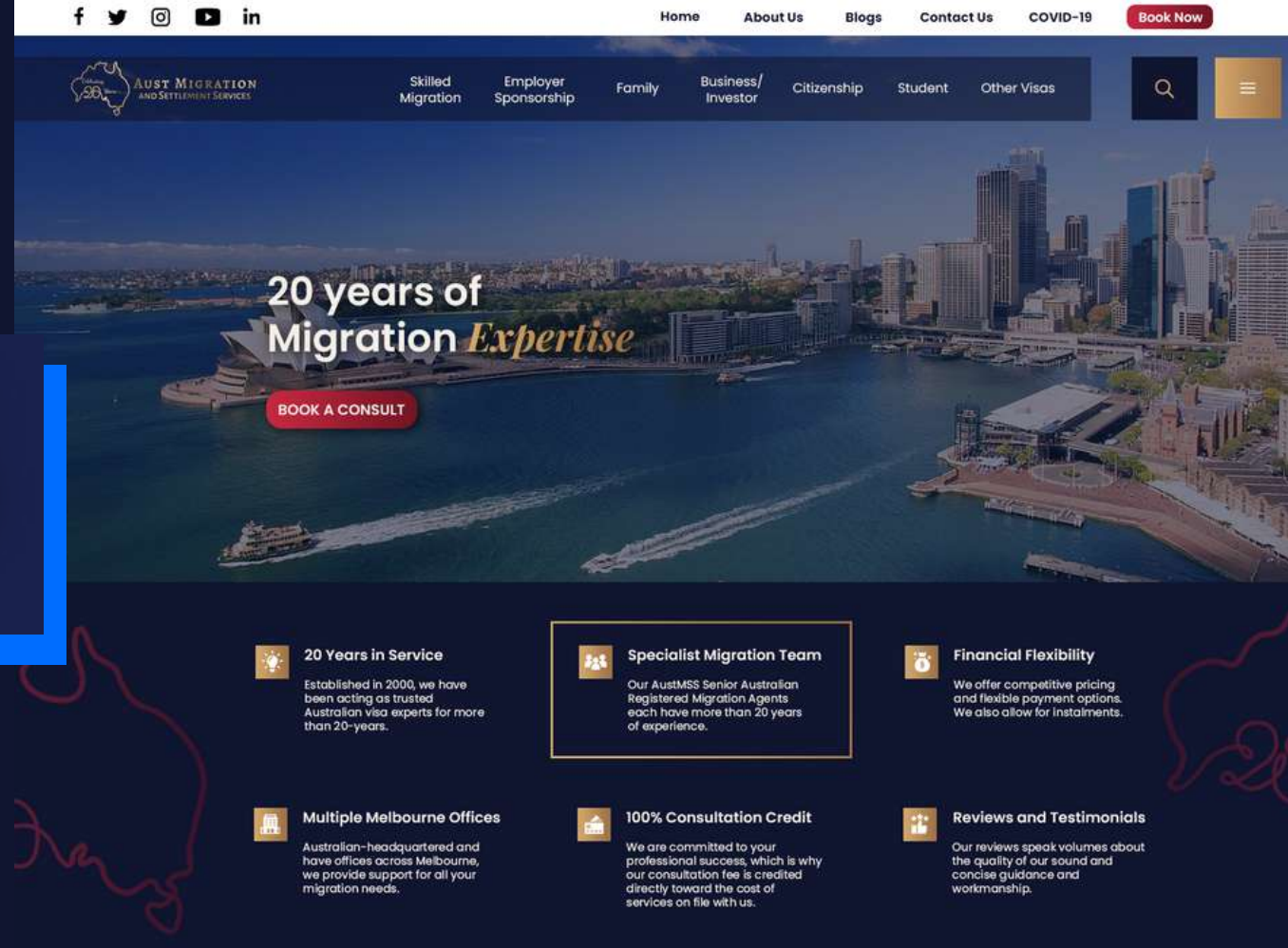




# AustMSS

## Website

- Web Design
- Web Development
- Copywriting
- Web Optimisation
- E-Commerce Integration
- Website Security & Hosting

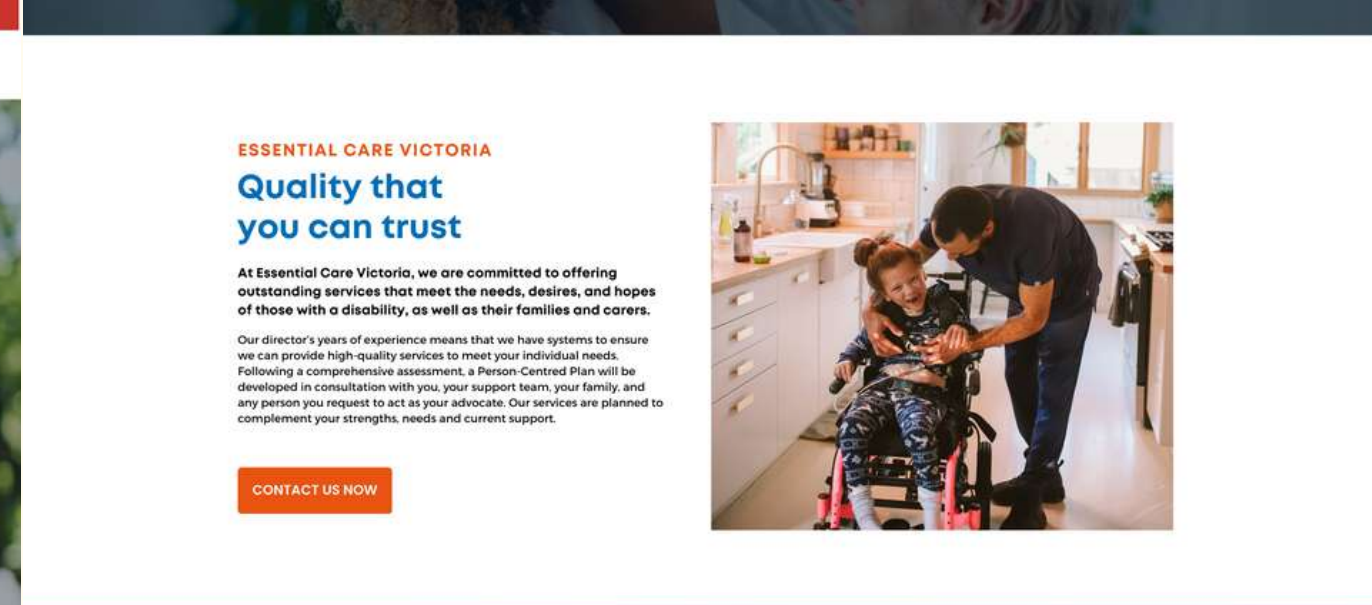
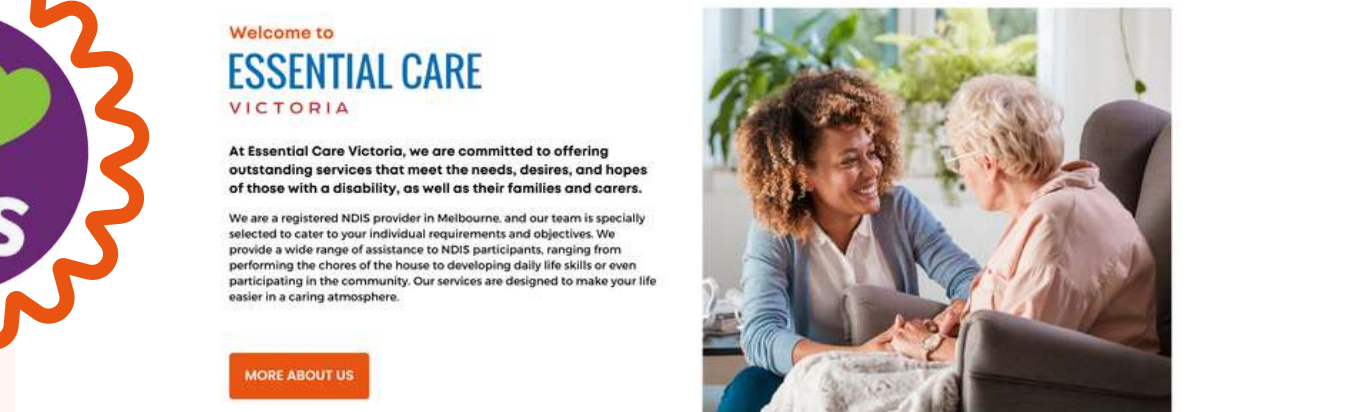
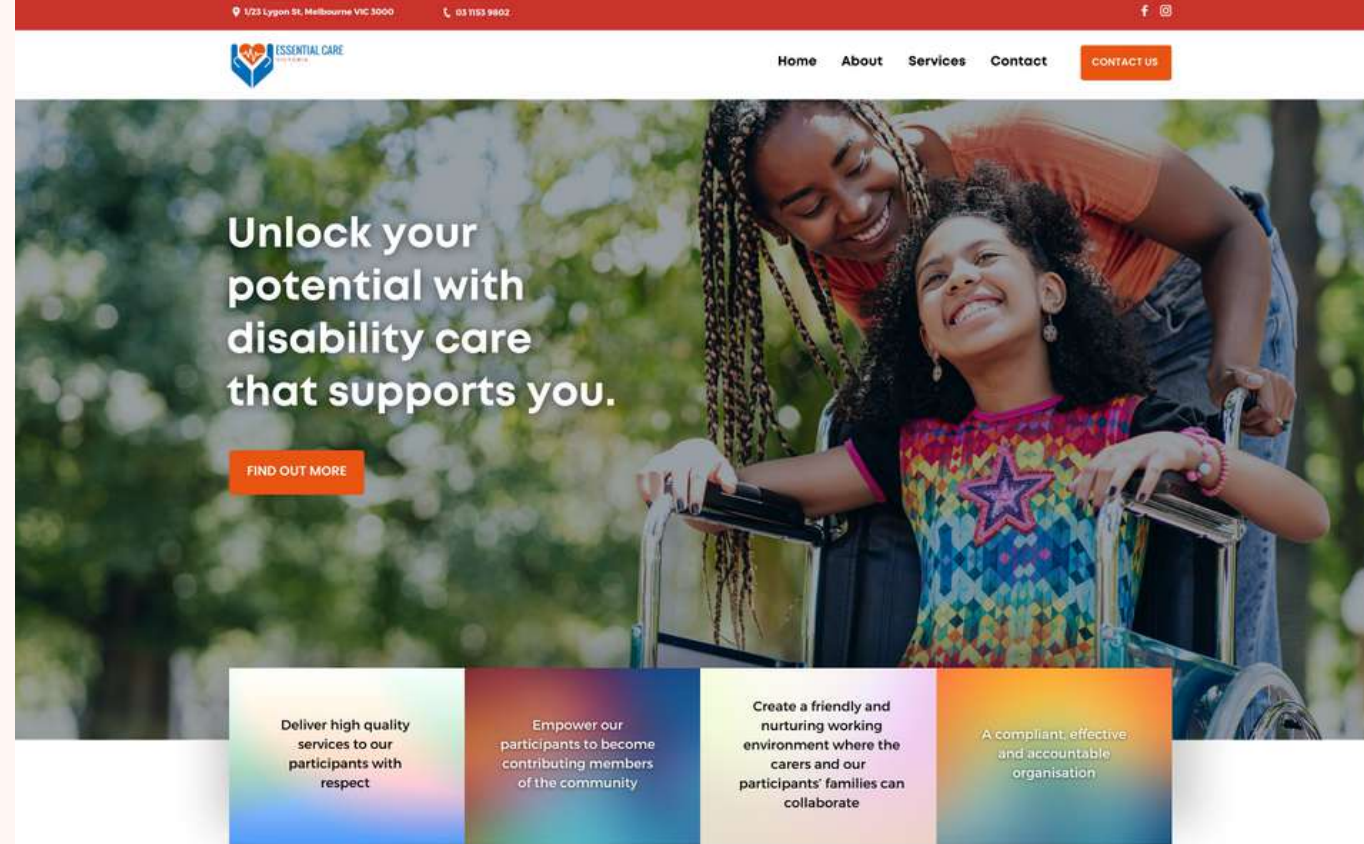






# Website

- Web Design
- Web Development
- Copywriting
- Web Optimisation
- Website Security & Hosting







# Print Design

- Flyers
- Pull up banners
- Media Wall
- Event tickets
- Event vouchers
- Custom cake designs

**expert**  
EDUCATION | VISA

MARN: 2217736, 1802195, 2217799

SCHOLARSHIPS AVAILABLE

- University and College Admissions
- Migration Advice and Visa Application
- Canadian Migration
- Education and Career Counselling
- Professional Year Programs
- Health Insurance OSHC/OVHC

Global presence in 19 countries  
4.9 star reviews

40+ offices  
Top agent for many universities

Book a free consult

STUDENT VISA, VISA 485 & SKILL ASSESSMENT SERVICES

GIFT VOUCHER VALID UNTIL 31ST OCT. 2023

#ISS2023

50% OFF DISCOUNT

**expert**  
EDUCATION | VISA

MELBOURNE'S BIGGEST INTERNATIONAL STUDENT EVENT

**MEGA**  
EDUCATION AND MIGRATION  
FAIR 2022

FREE ENTRY

Migration specialists from every state  
Doodle bags & iPad lucky draw  
Guaranteed FREE Eureka Tower ticket\*  
Free tax lodgement\*  
28 participating Universities  
Migration seminars outlining PR pathways

With 28 participating universities and migration specialists from all around Australia, the event lets you meet face-to-face and get valuable information - free of charge.

ACU, DEAKIN COLLEGE, ECA, EIT, RMIT, FIDELITY, HIKERS, KENT, LA TROBE, MONASH, PERFORMANCE EDUCATION, UNIVERSITY OF CAMBERIDGE, UNIVERSITY OF TASMANIA, USC

Figure out your path for your successful future!

02 May 2022 Melbourne Town Hall Swanston Hall 12 PM - 5 PM

OPEN FOR PUBLIC

**expert**  
EDUCATION | VISA

MARN: 2217736, 1802195, 2217799

Does your current course lead to PERMANENT RESIDENCY?

Don't waste your time on the wrong path.

ASK US NOW

**expert**  
EDUCATION | VISA

MELBOURNE CBD: 1st 2/33 Flinders Ln, Melbourne VIC 3000  
GLENROY: 4 Lytton Street, Glenroy VIC 3046

**expert**  
EDUCATION | VISA

MARN: 2217736, 1802195, 2217799

STUDENT VISA EXPIRING SOON? APPLYING FOR A 485 VISA?

Collect your voucher now!

50% OFF DISCOUNT OFFER\*

MELBOURNE CBD: 1st 2/33 Flinders Ln, Melbourne VIC 3000  
GLENROY: 4 Lytton Street, Glenroy VIC 3046

**expert**  
EDUCATION | VISA

LUNCH VOUCHER

VALID UNTIL 12 AUGUST 2023

MAGIC MOMO KAFE  
335 Flinders Ln, Melbourne VIC 3000

08/08 HAPPY EXPERT DAY!

redeemable at participating hospitality venues only. Expires 08.09.2022

**expert**  
EDUCATION | VISA

HAPPY Expert DAY

08 AUGUST 2022

**expert**  
EDUCATION | VISA



Custom cake design

Enter for a chance to WIN an iPad

#ISS2023

**GIVEAWAY**

Media wall

**expert**  
EDUCATION | VISA

MELBOURNE'S BIGGEST INTERNATIONAL STUDENT EVENT

**MEGA**  
EDUCATION AND MIGRATION  
FAIR 2022

FREE ENTRY

Migration specialists from every state  
Doodle bags & iPad lucky draw  
Guaranteed FREE Eureka Tower ticket\*  
Free tax lodgement\*  
28 participating Universities  
Migration seminars outlining PR pathways

Figure out your path for your successful future!

02 May 2022 Melbourne Town Hall Swanston Hall 12 PM - 5 PM

**expert**  
EDUCATION | VISA

in partnership with EXPERT BUSINESS & TAX ADVISORY

ARE YOU AN INTERNATIONAL STUDENT?

Collect your FREE TAX LODGEMENT VOUCHER

FREE TAX FORM

MELBOURNE CBD: 1st 2/33 Flinders Ln, Melbourne VIC 3000  
GLENROY: 4 Lytton Street, Glenroy VIC 3046

Pull-up banners

Vouchers

Media wall

Banners

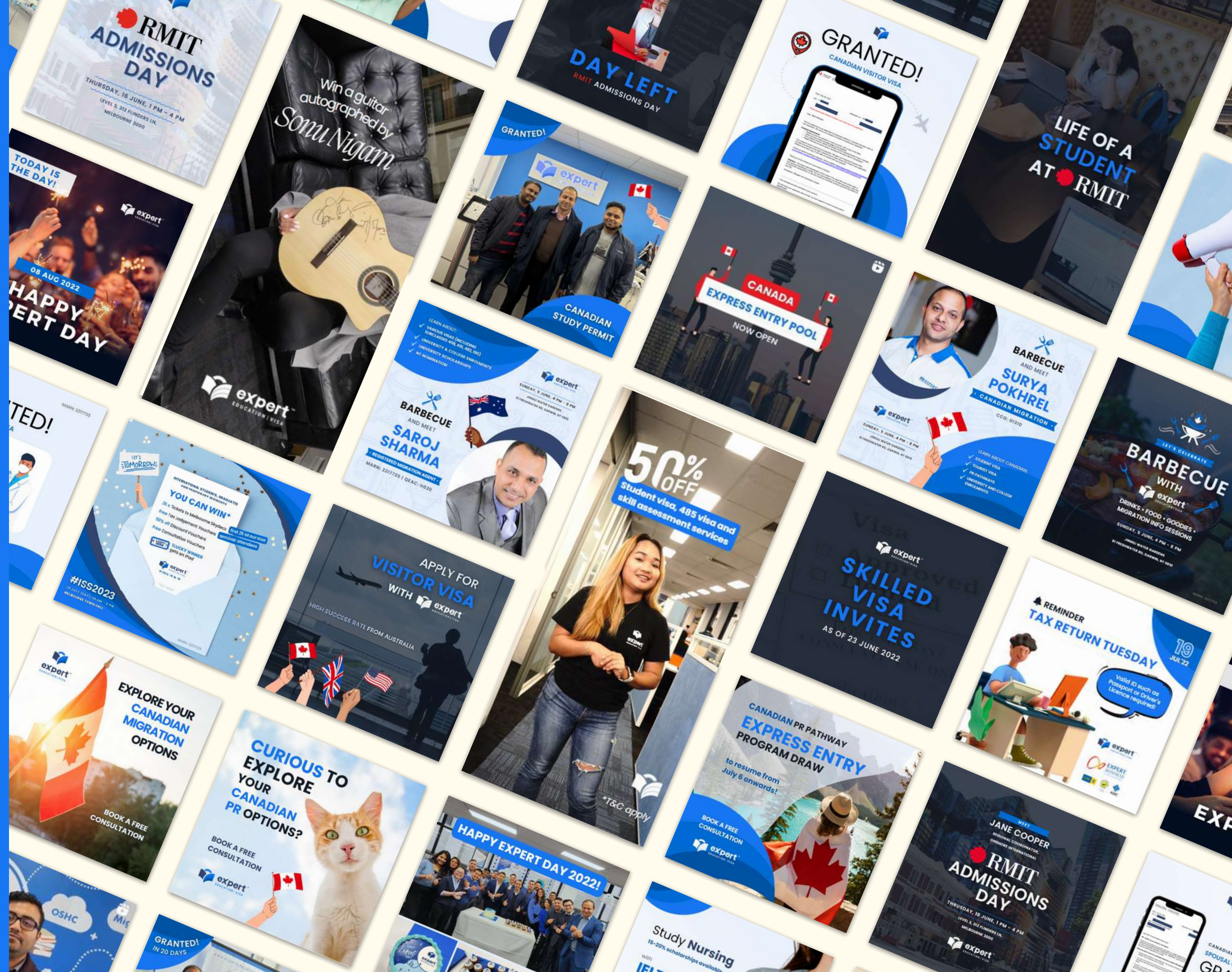
Flyers





# Social Media

- Content strategy
- Content creation & design
- Community management
- Videography (YouTube videos, Instagram reels, TikTok)
- Content Distribution
- Content Analytics







## Social Media

- Content strategy
- Content creation & design
- Community management
- Content Distribution
- Content Analytics







# Website

- Web Design
- Web Development
- Copywriting
- Web Optimisation
- E-Commerce Integration
- Website Security & Hosting

- #010102
- #404041
- #EF4136
- #FF3131 + #FF914D
- #939598
- #F8F8F8
- #A6A6A6 + #FFFFFF

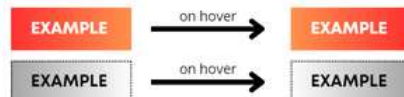
### Mont Bold

- Headings
- Subheadings
- Buttons

### Open Sans

- Body
- Input textboxes
- Designation (testimonials)

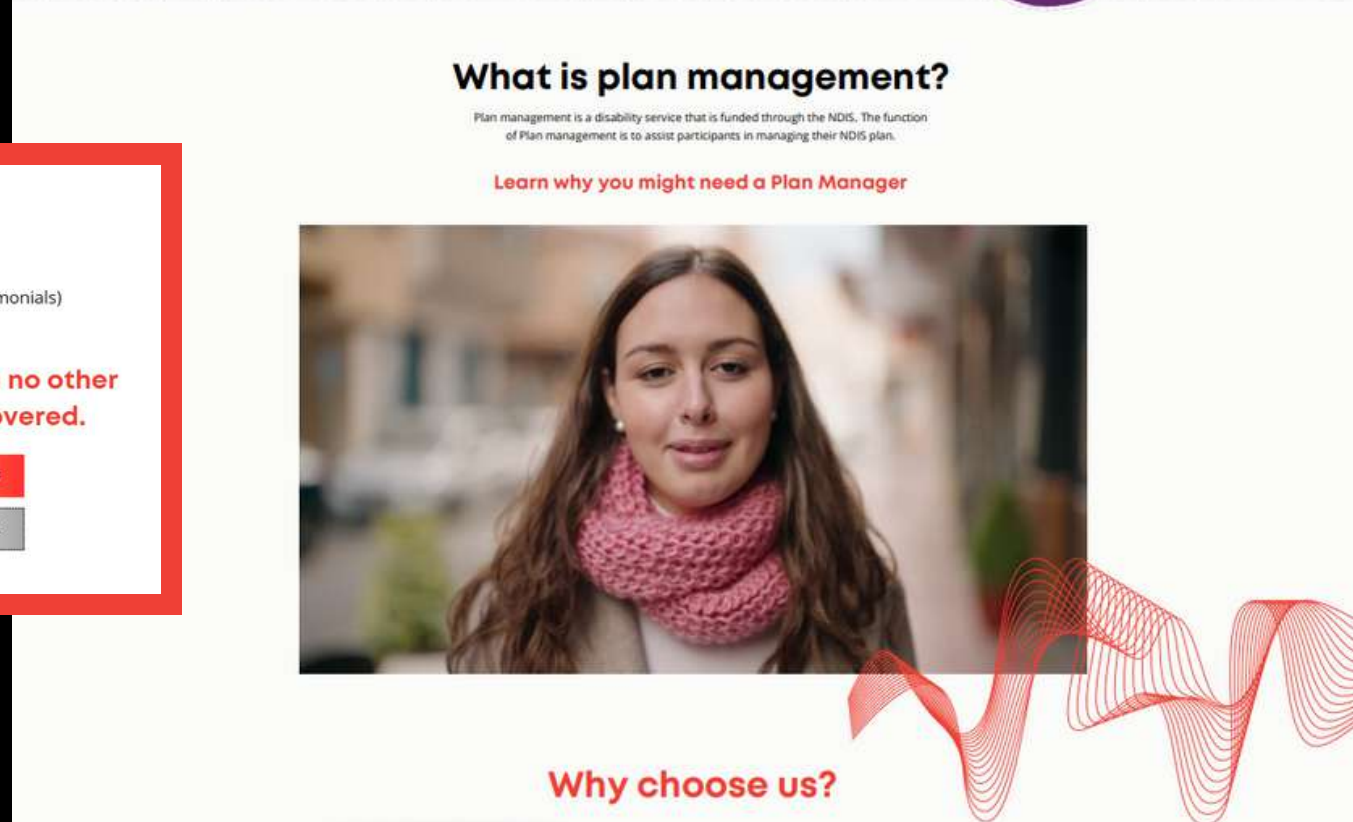
Note: All gradient elements (with no other hover action) flip colour when hovered.



## Managing your NDIS plan can be overwhelming

From navigating the confusing rules and regulations, to coordinating services and payments - Balance Plan Managers simplifies and streamlines the often time consuming and confusing NDIS Plan Management process. We are passionate about what we do, giving you the right advice to best utilise your NDIS Plan funding, giving you the control of your plan, services of choice, and ensuring your providers are paid on time.

GET IN TOUCH



## What is plan management?

Plan management is a disability service that is funded through the NDIS. The function of Plan management is to assist participants in managing their NDIS plan.

Learn why you might need a Plan Manager



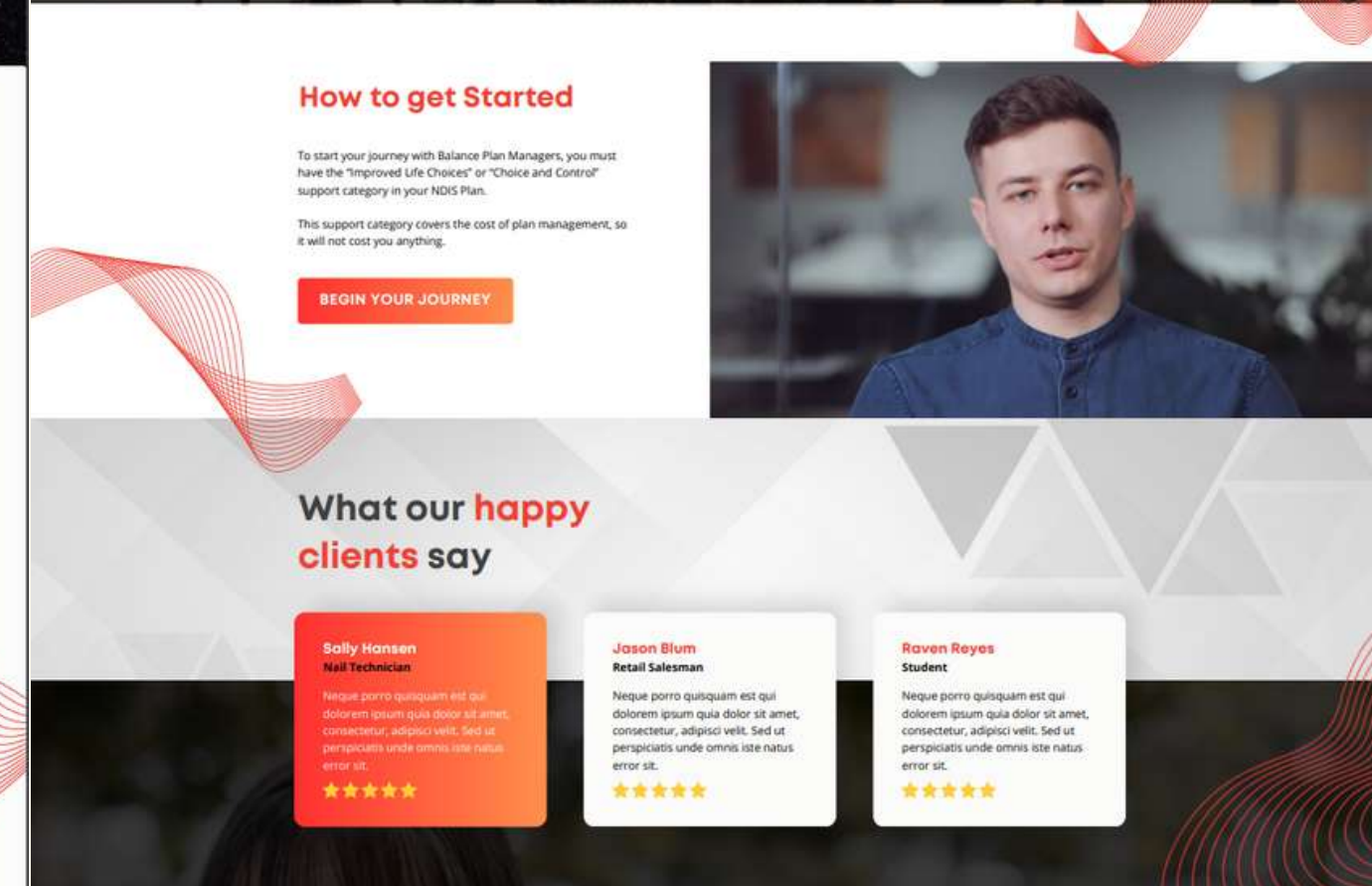
## Why choose us?



## Why choose us?

- NO COSTS TO YOU**  
The NDIS covers our fees, so there are no out-of-pocket expenses from you.
- CHOICE AND CONTROL**  
You can choose any provider that best suits your needs and budget - you are not limited to NDIS-registered providers.
- LOCAL AND INDEPENDENT**  
We are local and independent, so you can be assured that we are focused on you.
- DIRECTLY SUBMIT YOUR CLAIMS TO NDIS**  
We save you time by submitting claims to the NDIS on your behalf.
- PROMPT PAYMENTS**  
We handle invoices from your providers and pay them for you, hassle free.
- INSTANT ACCESS**  
We provide you with instant access to NDIS Plan budget reports via a mobile app.

	Balance NDIS Plan Management	NDIA Managed	Self-Managed
Access to NDIS Registered Providers	✓	✓	✓
Access to Non-NDIS Registered Providers	✓	✗	✓
No costs to you - Covered by the NDIS Scheme	✓	✓	✓
Pay Providers on your behalf	✓	✓	✗
Assistance to find and switch providers seamlessly	✓	✗	✗
No dealing with paperwork or call centres	✓	✓	✗
Instant access on an easy-to-use app to track your funding and budget	✓	✗	✗
Teach you how to self-manage your plan independently	✓	✗	✗



## How to get Started

To start your journey with Balance Plan Managers, you must have the "Improved Life Choices" or "Choice and Control" support category in your NDIS Plan.

This support category covers the cost of plan management, so it will not cost you anything.

BEGIN YOUR JOURNEY



## What our happy clients say

**Sally Hansen**  
Nail Technician

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit. Sed ut perspiciatis unde omnis iste natus error sit.



**Jason Blum**  
Retail Salesman

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit. Sed ut perspiciatis unde omnis iste natus error sit.



**Raven Reyes**  
Student

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit. Sed ut perspiciatis unde omnis iste natus error sit.





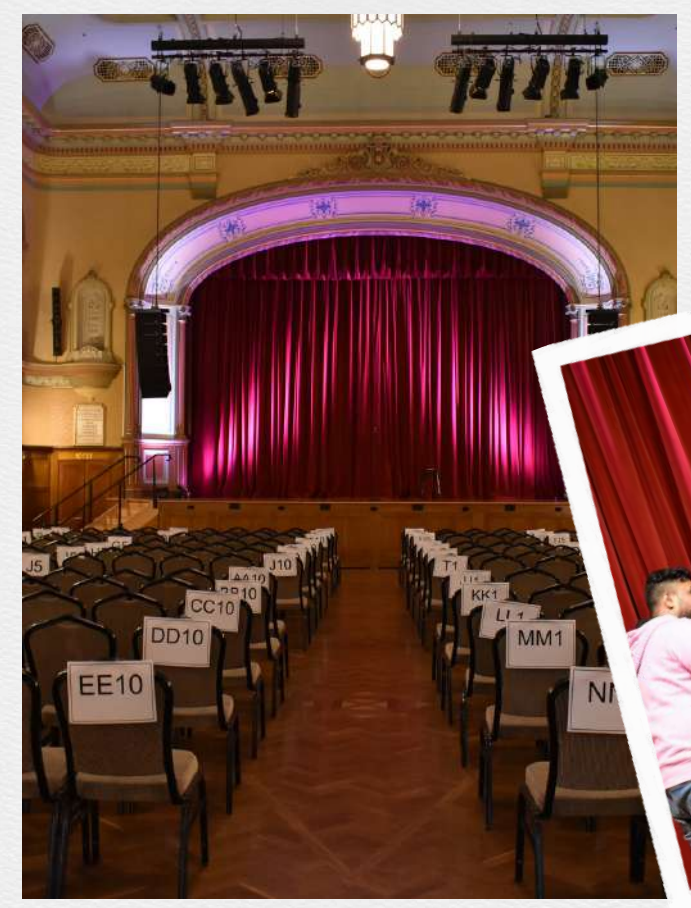
# Abish Mathew

## Stand Up Comedy

**Event planning, marketing and organising.**

We brought Abish, a beloved content creator who has performed 1000+ shows across India and the world, including New York, Canada, and the prestigious Utrecht International Comedy Festival (Holland), to Melbourne, at the Hawthorn Arts Centre. The event was a success, with attendees thoroughly enjoying Abish Mathew's comedy.

2019 EVENT





# Better Life Home Care

Grand Opening of Supported Independent Living Home

## Event Organiser

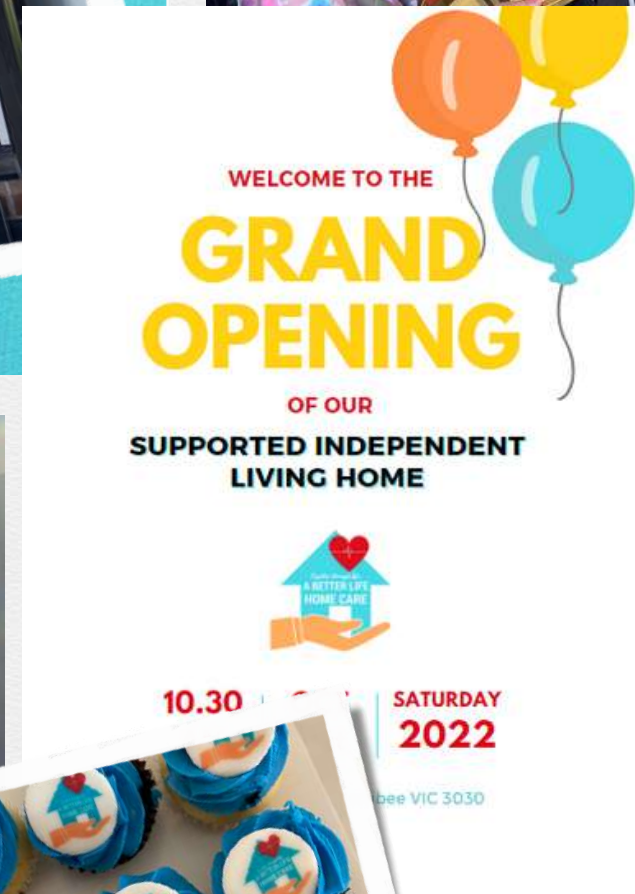
Event planning

Event marketing

Media Wall

Social media video

Event Video





# International STUDENT SUMMIT 2023

## Signature Event

Branding

Event planning

Event marketing

Photography

Videography

Social media

Design & print







STEP  
2

# Capture Opportunities



## Case Study 1

**Phone Sales/Repair Shop**  
Ad Campaign Strategy: Brand Awareness and Website Traffic



## Case Study 2

**Melbourne-Based Migration Agency**  
Goal: Lead Generation



## Case Study 3

**Melbourne-Based Migration Agency**  
Ad Campaign Strategy: Brand Awareness and Website Traffic





# Case Study 1



## Phone Sales/Repair Shop

The client, a reputable second-hand phone company in Melbourne, specialises in buying, selling, and repairing pre-owned smartphones aimed to increase its brand visibility and drive traffic to its website.

### Ad Campaign Strategy: Brand Awareness and Website Traffic

With an ad budget of \$800, the campaign's primary focus was to enhance brand awareness and attract potential customers to the client's website.

Campaign name	Campaign name	Results	Reach	Impressions	Cost per result	Amount spent	Link clicks
WEB VIEWS   TOFU   28/09	WEB VIEWS   TOFU   28/09	1,578 (2) Landing Page Views	38,304	84,425	\$0.30 (2) Landing Page View	\$466.28	2,202
Phone Repair - Awareness...	Phone Repair - Awareness Campa...	63,681 Reach	63,681	218,947	\$4.88 Per 1,000 People Reached	\$310.68	96
<b>Total results</b> 2 / 2 rows displayed		— Multiple conversions	<b>99,937</b> Accounts Center accounts	<b>303,372</b> Total	— Multiple conversions	<b>\$776.96</b> Total Spent	<b>2,298</b> Total

Breakdown of results





# Breakdown of Results

July 2023

## Website Traffic

The campaign successfully directed **over 1,500 users** to the client's landing pages, indicating high engagement and interest in the company's offerings.



## Audience Reach

The campaign reached a substantial audience of **63,000 individuals** for the client's phone repair services. Impressively, this was achieved with a cost of **only \$4.88 per 1,000 people** reached, showcasing the cost-effectiveness of the strategy.



## Cost-Effective Clicks

The cost per click (CPC) was kept remarkably low, at **under 30 cents** per click. This demonstrated the campaign's efficiency in driving traffic to the website while staying within the budget.





# Case Study 2



## Melbourne- Based Migration Agency

The client, a prominent migration agency based in Melbourne, faced challenges in reaching and engaging with the local international student population.

### Goal: Lead Generation

The primary goal was to increase **lead generation & establish a stronger online presence**, and enhance brand awareness among the international student population in Melbourne.

### What did we do? Social Media Campaigns

We launched a series of **targeted social media campaigns** across platforms. These campaigns included **visually appealing posts, informative videos, and success stories of international students** who had successfully migrated to Australia with the agency's assistance.

Results





# Case Study 2



## Melbourne-Based Migration Agency

The client, a prominent migration agency based in Melbourne, faced challenges in reaching and engaging with the local international student population.

### Results

The efforts implemented as part of the lead generation strategy yielded impressive results:

Campaign name	Objective	Campaign name	Results	Reach	Impressions	Cost per result	Link clicks	Conversion ranking
Leads Campaign	All	E - Leads Campaign	80 On-Facebook Leads	11,708	31,532	\$6.79 On-Facebook Leads	194	—
	Leads	E - Leads Campaign	80 [2] On-Facebook Leads	11,708	31,532	\$6.79 [2] On-Facebook Leads	194	—
Giveaway Campaign	All	Giveaway Campaign	308 Post engagements	1,696	2,486	\$0.24 Post Engagement	10	—
	Engagement	Giveaway Campaign	308 [2] Post engagements	1,696	2,486	\$0.24 [2] Post Engagement	10	—
<b>Total results</b> 4 / 4 rows displayed			— Multiple conversions	<b>13,224</b> Accounts Center accounts	<b>34,018</b> Total	— Multiple conversions	<b>204</b> Total	

Breakdown of results





# Breakdown of Results

We successfully generated **80 leads** for the migration agency throughout the campaign.

## Cost per Lead

The cost per lead was remarkably low, averaging **\$6.79**, showcasing the campaign's efficiency in reaching and engaging with the target audience.



## Engagement Growth

The social media campaigns, content marketing efforts, and webinars substantially **increased engagement** across various online platforms.



## Increased Brand Awareness

The agency's **online visibility and brand awareness** among international students in Melbourne experienced a notable boost.





# Case Study 3



Enter  
something  
here

The client is a prominent migration agency based in Melbourne, Australia. They had previously been collaborating with another migration agency to handle their marketing campaigns. However, due to dissatisfaction with the results, they sought out our expertise to revamp their advertising strategies and generate better outcomes.

## Goal: Lead Generation

The primary goal was to increase **lead generation & establish a strong brand online.**

## What did we do? Social Media Campaigns

We launched a series of **targeted social media campaigns, specific to their targeted audience** across multiple platforms.

Before





# Case Study 3



## Results

At CD Events & Marketing, we're all about doing our thing and rockin' it. While we're not big fans of the whole comparison game, we couldn't resist showing off a bit. Check out what we've pulled off – the proof's in the pudding!

## With another marketing agency

The screenshot below shows the result the other marketing agency was able to bring in during the month of May 2022. The cost per lead was as high as **\$25.27 for the “C” campaign, bringing a total of 37 leads.**

Campaign name	Reach	Impressions	Results	Amount spent	Cost per result	Schedule
[Redacted]	22,056	77,119	68 On-Facebook Leads	\$1,332.00	\$19.59 On-Facebook Leads	—
C	21,892	55,365	37 On-Facebook Leads	\$934.99	\$25.27 On-Facebook Leads	—
[Redacted]						—
[Redacted]						—
[Redacted]						—
[Redacted]	6,976	11,482	4 On-Facebook Leads	\$201.10	\$50.28 On-Facebook Leads	—
[Redacted]	4,499	6,230	2 On-Facebook Leads	\$88.99	\$44.50 On-Facebook Leads	—

After





# Case Study 3



## Results

At CD Events & Marketing, we're all about doing our thing and rockin' it. While we're not big fans of the whole comparison game, we couldn't resist showing off a bit. Check out what we've pulled off – the proof's in the pudding!

## With CD Events & Marketing

With our creatives & content, the initial cost per lead of **\$25.27 for the "C" campaign** was successfully **lowered to \$6.10** through our revamped strategies. That is a **whopping 75.85% reduction!**

Campaign name	Reach	Impressions	Results	Amount spent	Cost per result	Schedule
C	14,894	33,706	61 On-Facebook Leads	\$372.31	\$6.10 On-Facebook Leads	—
N	8,986	25,489	65 On-Facebook Leads	\$269.98	\$4.15 On-Facebook Leads	—
E	10,851	20,934	44 On-Facebook Leads	\$216.38	\$4.92 On-Facebook Leads	—

Breakdown of results





# Breakdown of Results

We successfully generated **1,000+ leads** over a **3 month period**.

## Cost per Lead

We secured **61 leads** for the "C" campaign at **\$6.10 per lead**, surpassing the previous agency's **37 leads at \$25.27 each**. Our approach yielded greater results and cost efficiency.



## Engagement Growth

Our social media campaigns and content marketing initiatives led to a substantial surge in **messaging conversations started** across online platforms.



## Increased Brand Awareness

There was a significant enhancement in the agency's online prominence and brand recognition within the international student community in Melbourne.







**Email Marketing  
and Newsletters**



**Re-targeted Ads**



STEP

3

# Cultivate *Relationships*



# Case Study

## International STUDENT SUMMIT 2023

### Duration

July 2023 -  
August 2023\*

### Audience

International  
Students

### OUR GOAL

The challenge was to **convert registered international students into confirmed attendees for the event**, overcoming their busy schedules and commitments. The objective was to convey the **summit's value proposition and sustain high engagement levels leading up to the event.**





# Case Study

# International STUDENT SUMMIT 2023



### Duration

July 2023 -  
August 2023\*



### Audience

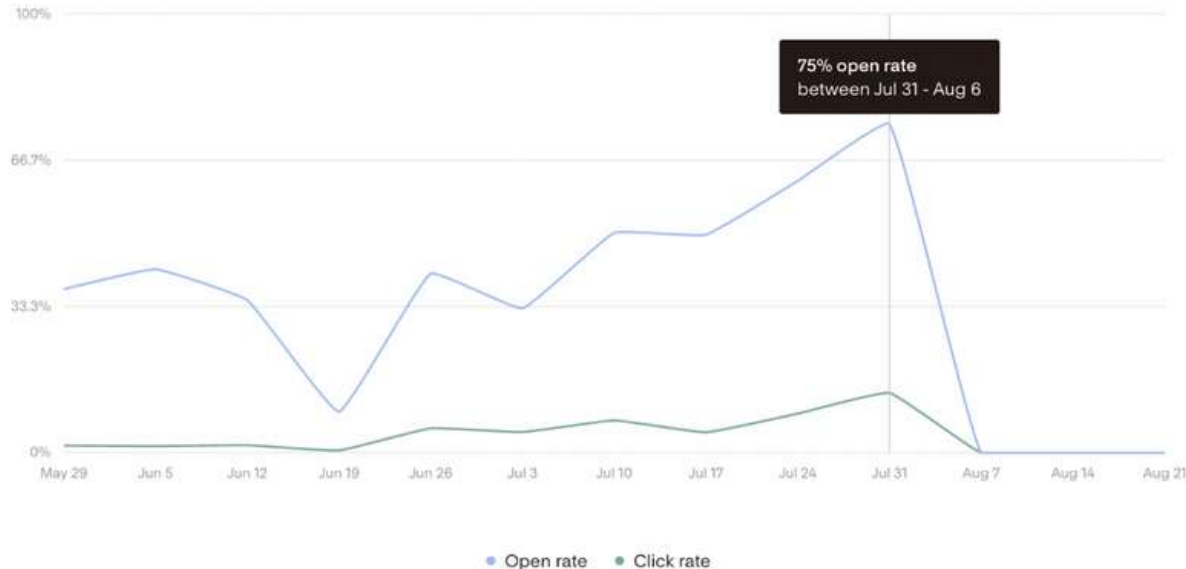
International  
Students

The average click-through rate across all industries is 2.62% (source: Mailchimp).

Our emails had surpassed the Industry average and have landed a **75% open rate** and **13% click rate**.

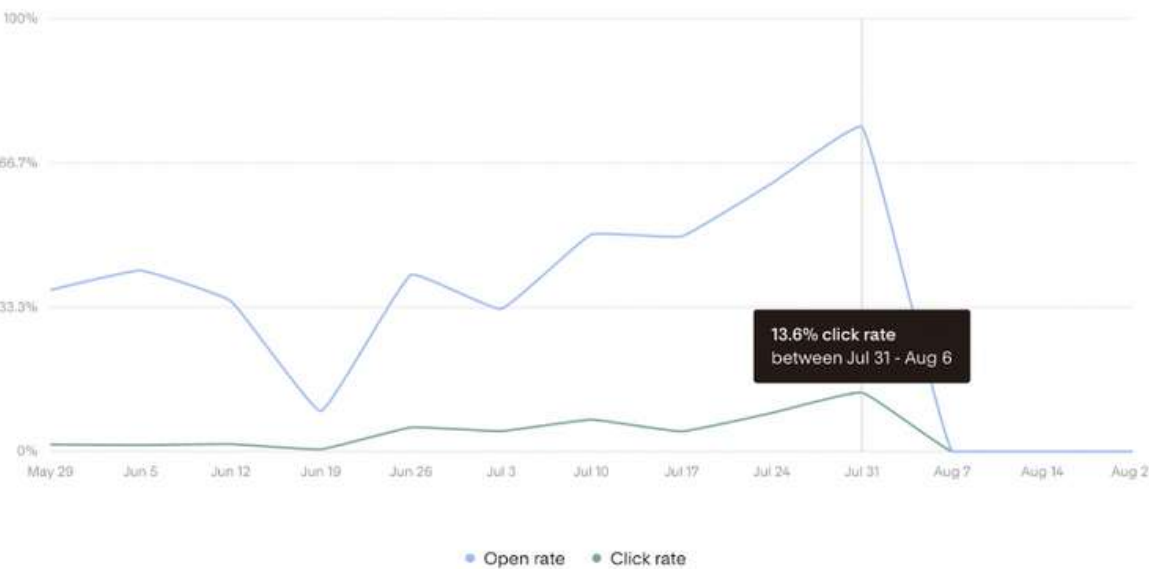
Open and click rate

In the last 12 weeks



Open and click rate

In the last 12 weeks



\*Please note that Student email marketing began at the end of June 2023.







**And**

We can do all  
of this for you.





**T H A N K**

**Y O U**

**We'd love to  
work with you.**

**Phone Number**

03 9005 4780

**Email Address**

info@cdevents.net.au

**Website**

www.cdevents.net.au

