

**M**  **OTHERS & S**  **NS**  
event logistics & management

creating **X**periences

# AboutUs

**MOTHERS & SONS** is established in year 2002 and with a decade of event management and organizing under her belt. We have dedicated ourselves for event planning, event support, event marketing and event research & analysis.

**MOTHERS & SONS** gotten her name while conceptualizing an easy remember business name with the corporate mission of bonding clients and event partners closely, the special bond from a mother to her child, thus **MOTHERS & SONS**.

Throughout the decade, **MOTHERS & SONS** assists numerous clients from both private and government sectors to create events for their individual marketing and reach out to public and individual through convention and social marketing, archiving the maximize return on investment for a specific campaign for their product and services.



## EVENT MANAGEMENT

We work closely with clients to fully understand the needs and limitation to create for their event with the maximum experience through innovation ideas.



## BRAND MARKETING

We provide a series of medium for branding and marketing for a product and services. Incorporating the company branding for the identified industry.



## CREATIVE SUPPORT

Our creative team is always on their toes for great concept and design works for both events and marketing campaign that you can depend on.

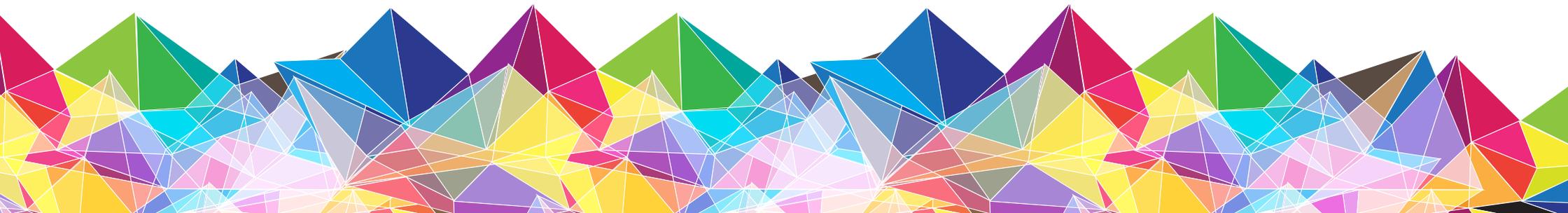


## OurTeam

“we create experiences  
not just events”

Our people is made out of a team of fun, responsible, exciting and creative individual who has the great passion and interest in turning the event into an unforgettable talk about event. We take great measure and care in event management for each event by doing in-depth researches on the event, budgeting and cost management, event conceptualization, sourcing of strategic event venues, tying up with relevant sponsors and partners, invitation of guests, anchor speakers, presenters, guests' online and on-site registration system, database integration on mobile apps and website, sponsors and event partner exposures and promotion on website via direct and social marketing.

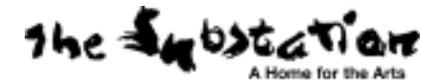
A great event is measureable through feedbacks, accomplishment of objectives, guests and public involvement and viewership on website and social marketing.



# Our Clients



# Our Clients



# WorkScope

**“It takes 20 years to build a reputation and five minutes to ruin it.  
If you think about that, you’ll do things differently”**

**- Warren Buffett**

## Project Manager



Oversees all departments and is ultimately responsible for the execution of the event. Manages the budget. Drives strategy. Makes top-level purchasing decisions.

## Communications



Our team make sure a guest has everything he needs to get the most out from the event, from maps, schedules, speaker info, programme and event highlights and how to network. We build out and update the website integratable with mobile apps. We keep the event up-to-date.

## Marketing



We have the right people who are aware of the event, creating offers and timely strategy to boost registration, oversee branding, communication with registrants, coordinating social media amplification and media relationship, and send and measure follow-up materials, all to measure the return on investment (ROI).

## Creative design



Our professional designers put together all visual design for printed and web materials like schedules, collateral, registration and signage. Ultimately to create a all-round look and feel for the event.

# WorkScope

## Scheduling



Our team is always on the toes for agenda, time keepin for speakers, making sure the schedule is up-to-date and communicated to the right parties. We coordinates meetings at the event, where we live to make attendees into successful networkers.

## Sponsorships



The team that maps out all booth, sell out sponsorship opportunities, maintain relationships with sponsors, and explore the community organization relationships.

## Registration



Our backend engineers to setup the backbone for each event registration with a dedicated database for easy query and access via mobile during event. We generate reports, analysis and manage badges and make sure that the registration procees (Pre-event & during event) is infailable and smooth.

## Promotions



Marketing and promotion on contests, raffles, auctions, offers, giveaways, games mechanics etc. Our team is creative, energetic and fun. We are always on our look-out of whats the best part of fun.

## Venue/show floor



Main contact for the venue, the vendors, the sponsors (on-site) and volunteers and staff; security, photography and food & beverages. Marking out entrance and exit and emergency excuvation route.

# EventTrackRecords



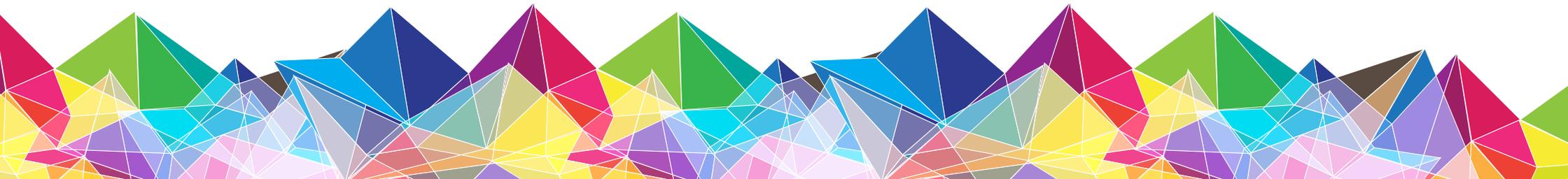
Team Building Programme for  
Mindef SAF



# EventTrackRecords



Corporate Dinner and Dance for  
BYME Engineering



# EventTrackRecords



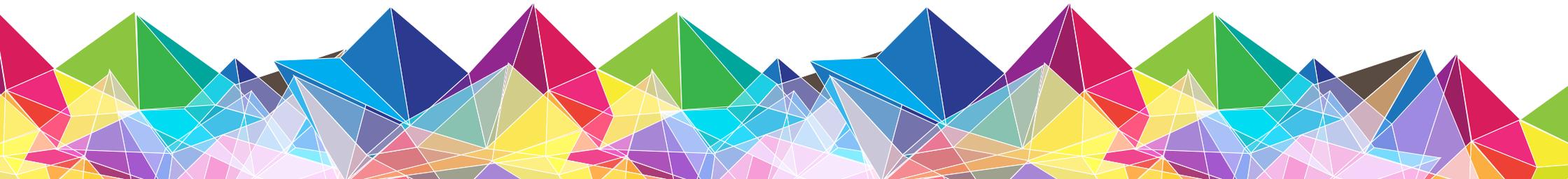
Business Networking Nite  
Creative Lighting Asia



# EventTrackRecords

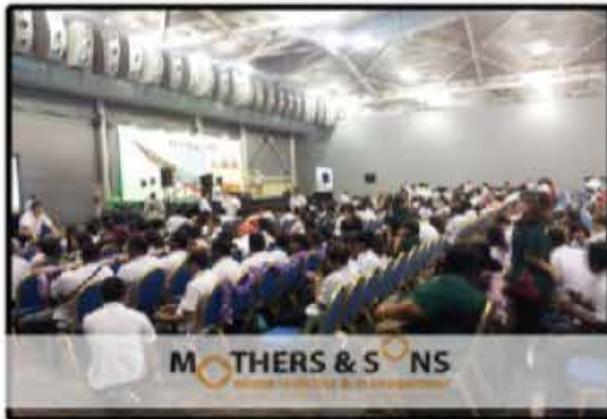


Appreciation Night  
for LEAD (Marshall Cavendish)



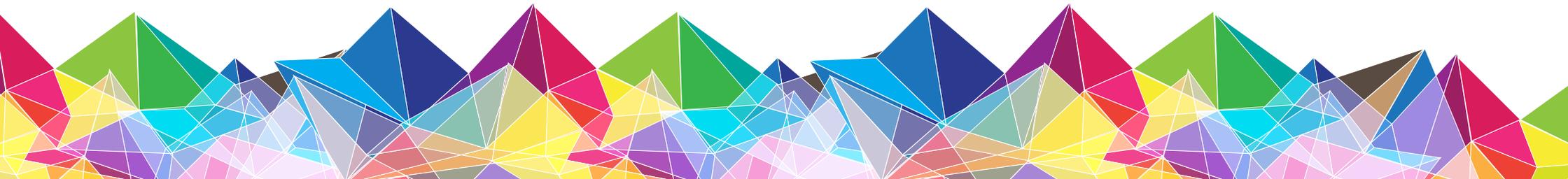
# EventTrackRecords

7-Eleven Conference Meeting Event - Singapore Expo



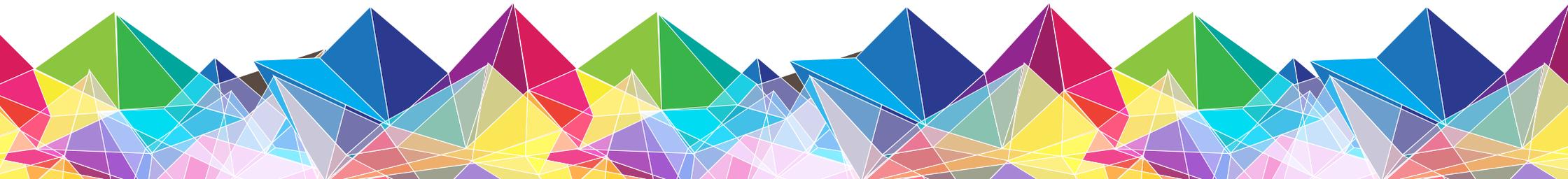
# EventTrackRecords

Tan Tock Seng Awareness Day 2013



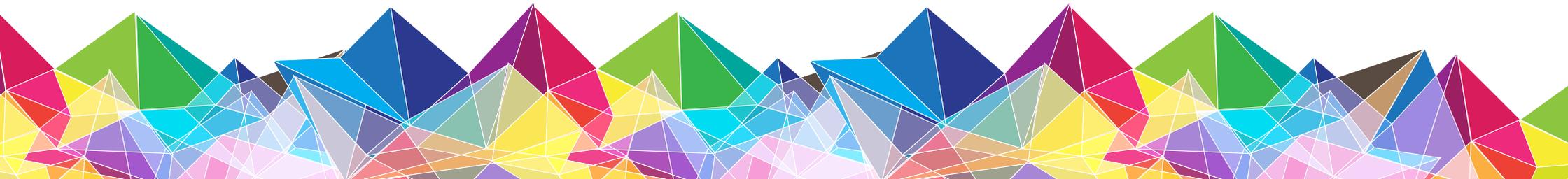
# EventTrackRecords

Hair For Hope 2013 - Vivacity



# EventTrackRecords

## Broadcast Asia



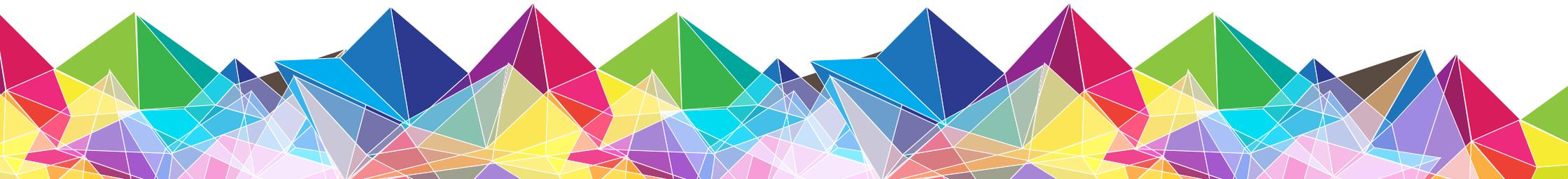
# EventTrackRecords

CommunicAsia



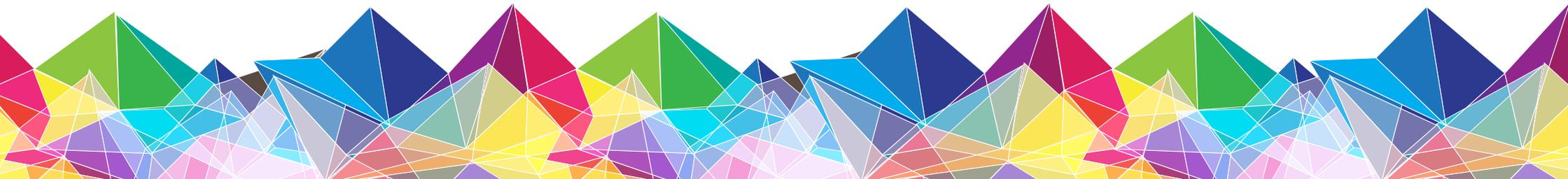
# EventTrackRecords

Sun Yat Sen Nanyang Memorial Hall (Lunar New Year celebration)



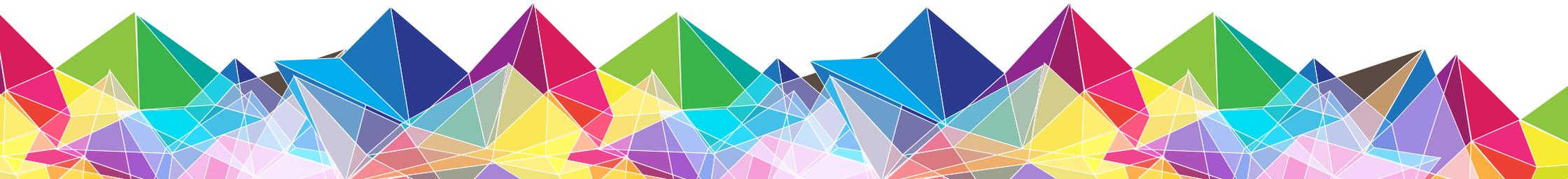
# EventTrackRecords

7-Cycle Marking & Promo @ Electric Run



# EventTrackRecords

Tan Tock Seng (Fall Awareness Day 2014)



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