

Business Pitch Last-Minute Event Fixer

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Module – Enterprise Project Business Pitch



Value Proposition

Imagine this;

"An event is hours from going live; therefore, failure is not an option. As a business, the goal is to protect the client's reputation, revenue and provide exceptional guest experience"



Concept



A rapid-response event support company that steps in within 24 hours solve critical failures

- Emergency staffing gaps
- Vendor no-shows
- AV production breakdowns
- Weather contingency execution

Market Potential and industry trends

Opportunity divers;

- Multi-vendor dependence
- Tighter budgets & reduced in-house staff
- Move hybrid and technical complexity
- Extreme weather volatility

- Increase in outsourcing of event functions
- Higher expectations for flawless delivery
- Demand for 24/7 service models
- **Increases the demand for last-minute fixes**

- Global events industry reached £1.34 trillion in 2025
- Due to reach £1.46 trillion in 2026 (The Business Research Company, 2024)

Target Customers

Primary

- Venues, Events and Hotels
- Event planners
- Marketing and PR agencies

Secondary

- Private clients – hosting events





Off To Work	Event Staffing	Staffing only
Encore Global	Av and production	Technical only
Indeed Flex	Temp Labour Platform	Labour only, non-specialist
Lat Minute Event Fixer	Integrated emergency event rescue	Multi-service rapid response

Differentiation - Integration emergency management across multiple departments

Key business decisions to reduce risk & enable early success

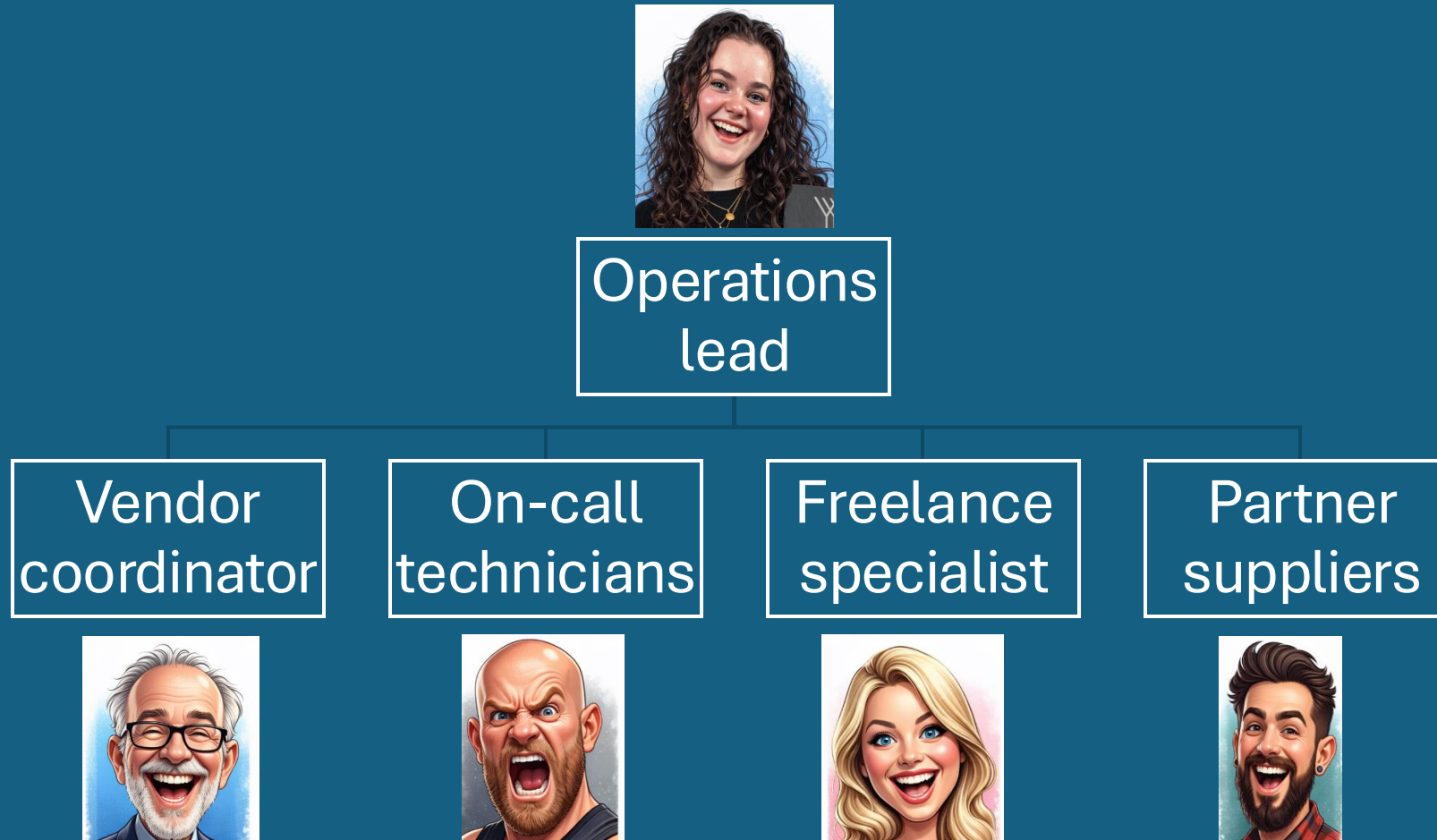
- Build supply before selling demand
- Focus on dense geographic launch
- Start with high-frequency problems
- Use premium pricing
- Strong contracts & payment systems
- Insurance from day one



Marketing strategy

Product - Emergency event support service Core value - We sell reassurance - Speed & ability - Reputation protection	Price - Premium – urgency-based pricing model - Time sensitive Pricing structure - Emergency activation fee (£1,000 - £3,000) - Mark up on sourced vendors (15%)
Promotion - B2B relationship-led - Leading on trust - Drive through word-of-mouth	Place (geographic) - Focus on major city with high event density - Build a concentrated local supplier network - Expand regionally once operational model is proven

Operations model



Finance

- Activation/call-out fee
- Markup on sourced services
- Surge or after-hours premium

profitability

- Call volume
- Network efficiency
- Staff use

SWOT analysis

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High-value, urgent service
Clear market gap
Relationship-driven repeat business

O

Increased event complexity
Extreme weather
Technology integration

W

Network dependency
Unpredictable revenue flow
Reputation sensitivity

T

Liability and legal risks
Economic downturn
Vendor availability constraints

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