

Throwback Thursday

Duration:	Jan 1, 2025 - Dec 31, 2025
Prepared by:	Divya Sharma

Campaign Goals

1. **Increase Brand Awareness**- Showcase GOGO Events' history and evolution.
 2. **Engage the Community**- Encourage followers to share memories and experiences.
 3. **Highlight Social Impact**- Share stories of community contributions from past events.
 4. **Collect User-Generated Content**- Use a specific hashtag to gather audience photos and stories.
 5. **Measure Engagement Metrics**- Track likes, shares, and comments to assess engagement.
 6. **Create a Content Calendar**- Schedule posts in advance for consistent messaging.
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Target Audience

<div>Demographics</div> <div><ul style="list-style-type: none">Age rangeGenderOccupation</div>	<div><ul style="list-style-type: none">Age range: 25-54Gender: All gendersOccupation: Event organizers, business professionals, job seekers</div>
<div>Psychographics</div> <div><ul style="list-style-type: none">LifestyleHobbiesValues</div>	<div><ul style="list-style-type: none">Lifestyle: Socially conscious, professionally activeHobbies: Attending events, sustainability practicesValues: Social responsibility, environmental sustainability, local support</div>
<div>Content They Like</div>	<div><ul style="list-style-type: none">Success stories of sustainable eventsInformation on social impact and sustainabilityBehind-the-scenes looks at event planningLocal Adelaide business spotlightsTips for organizing socially responsible events</div>
<div>Communication Platforms They Prefer</div>	<div><ul style="list-style-type: none">LinkedIn (for B2B connections, industry news, and updates)Instagram (for visual event content)Facebook (for community engagement)</div>

#TBH POSTS

25th Anniversary posts:
THROWBACK THURSDAY



JANUARY

WEEK	DATE	EVENT	STORY	Title
1	2nd Jan	Welcome to the 25th Anniversary Celebration week	1-25 pics video reel idea	
Caption:				
2	9th Jan	Cultural Gathering Grange Beach 2002	<p>Kaurna land, ancestral land, Gathering of 400 international visitors on Grange Beach in Adelaide, cultural knowledge, first nations,</p> <p>venue- grange beach, city of charles sturt</p> <p>FunFact Friday- first Conference at the convention centre after it doubled in size</p>	
<p>Caption: Throwback to an incredible gathering of 400 international visitors on Kaurna land at Grange Beach!</p> <p>This event celebrated the rich cultural knowledge of the First Nations and highlighted the importance of honoring the Kaurna people, the traditional custodians of this land.</p> <p>A heartfelt thank you to the City of Charles Sturt for supporting this memorable experience. Let's continue to celebrate and respect our diverse cultures!</p> <p>#KaurnaLand #FirstNations #CulturalHeritage #GOGOEvents25 #GrangeBeach #AdelaideEvents</p> <p>Tags: @cityofcharlessturt @kaurnapeople @satourism @adelaidecitycouncil</p>				
3	16th Jan	FLINDER UNI ENVIES 2015- SARAH ENVIES WIN	<p>IMAGE FOLDER- ENVIES</p> <ol style="list-style-type: none"> environmental responsibilities and our journey to be environmentally responsible at all our events innovation incubator at <p>#awards, liflon learning, starting uni at 46, scholarship</p>	

Caption: Sarah's journey of lifelong learning, starting uni at 46 with a scholarship, led to this innovative win at the Innovation Incubator. It marked a milestone in our mission to create sustainable events.

#GOGOEvents25 #Sustainability #LifelongLearning #FlindersUni #ENVIES2015 #EventManagement

Tags: @flindersuniversity @saenviro @eventsSA

4	23rd Jan	Business SA Awards Japanese 2007	Venue- adelaide convention centre South australian Businesses 50th anniversary Celebration of and japan trade agreement
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Caption: Throwback to 2007: Celebrating 50 years of the Australia-Japan trade agreement at the prestigious Business SA Awards!

This landmark event at the Adelaide Convention Centre brought together South Australian businesses to honor five decades of economic partnership. A night of international collaboration and local excellence!

#AustraliaJapan50 #BusinessSAwards #AdelaideConventionCentre #GOGOEvents25 #InternationalTrade

Tags: @businesssa @dfat @austrade @cityofadelaide @adelaidecc

5	30th Jan	Pfizer Oktoberfest 2002	Venue- Bank of the Torrens River City of adelaide Conference for Pfizer Pretzel bell ringing
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Caption: Throwback to October 2002 at the Bank of the Torrens River for the Pfizer Oktoberfest Conference! This lively event celebrated our commitment to environmental responsibilities with a fun twist—complete with a pretzel bell ringing!

A fantastic gathering that showcased the spirit of collaboration and innovation in the heart of Adelaide.

#PfizerOktoberfest #GOGOEvents25 #AdelaideEvents #Sustainability #Conference

Tags: @pfizer @cityofadelaide @adelaidecc

FEBRUARY

WEEK	DATE	EVENT	STORY	TILE
1	6th Feb	LAUNCH OF Inclusive work program at GOGO Foundation	<p>April 2021- INCLUSIVE WORK PROGRAM LAUNCH (FOLDER)</p> <p>#community, support, philanthropy, social innovation, opportunity</p>	
<p>Caption: Throwback to April 2021 when we proudly launched our Inclusive Work Program at GOGO Foundation! This initiative empowers women and non-binary individuals facing complex barriers to employment, fostering community support and social innovation.</p> <p>Together, we're creating opportunities for all!</p> <p>#InclusiveWorkProgram #Community #Support #Philanthropy #SocialInnovation #GOGOEvents25</p> <p>Tags: @gogofoundation @gogo_events @businesssa</p>				
2	13th Feb	SHEO 2019 Event	<p>Event was the celebration about the funding GOGO EVENTS received from SHEO</p> <p>This was an amazing experience - not only because GOGOevents & Sarah Gun were one of the five inaugural SheEO winners, but because of the incredible atmosphere, warmth and collaboration between everyone present!</p> <p>I remember at the end of the day when Vicki asked people in the crowd to stand up with their 'ask', I was very emotional - the amount of people who offered assistance of some kind was exactly what this world needs! Kindness, collaboration and women-led business are the key to the future!!!</p> <p>#city of charles sturt</p>	

			#womeninvestingwomen @coralus	
<p>Caption: Throwback to our incredible SHEO Event in 2019! A day of celebration as GOGO events became one of the five inaugural SheEO winners.</p> <p>The atmosphere was electric, filled with warmth, collaboration, and women supporting women. This funding marked a pivotal moment in our journey, showcasing the power of women-led businesses and community support.</p> <p>Thank you @coralus for believing in our vision!</p> <p>#SheEO #WomenInvestingWomen #GOGOEvents25 #WomenEmpowerment #SocialEnterprise</p> <p>Tags: @coralus @cityofcharlessturt @sarahagun</p>				
3	20th Feb	Art Gallery Love 2006	Will u be my valentine Venue- art gallery sa Valentines love	
<p>Caption: Throwback to 2006 at the Art Gallery of South Australia for our "Will You Be My Valentine?" event! This celebration of love and creativity brought together art enthusiasts to share their passion for art and connection.</p> <p>A beautiful reminder that love, in all its forms, fuels our community and inspires us every day!</p> <p>#ArtGalleryLove #ValentinesDay #GOGOEvents25 #Community #ArtAppreciation</p>				
4	27th Feb	UP BY GOGO LAUNCH	#city of adelaide, collab4good, launching up by gogo sister social enterprise of gogo events recycle, repurpose and redistribute	
<p>Caption: Throwback to the launch of "Up by GOGO," our sister social enterprise dedicated to recycling, repurposing, and redistributing! This initiative reflects our commitment to sustainability and community impact.</p> <p>A huge thank you to #CityofAdelaide and @Collab4Good for your support in making this vision a reality!</p> <p>#UpByGOGO #Sustainability #SocialEnterprise #GOGOEvents25 #Collaboration</p> <p>Tags: @gogofoundation @gogo_events</p>				

MARCH

WEEK	DATE	EVENT	STORY	TILE
1	6th March	International Women's Day 2015	<p>Attending event celebrating women's diversity, inclusion, belonging</p> <p>Venue- Adelaide convention center</p>	
<p>Caption: Throwback to International Women's Day 2015 at the Adelaide Convention Centre! We celebrated women's diversity, inclusion, and belonging with an inspiring gathering of changemakers.</p> <p>This event reminded us of the power of unity and the importance of creating spaces where every woman feels valued and heard.</p> <p>#IWD2015 #WomenEmpowerment #Diversity #Inclusion #GOGOEvents25</p> <p>Tags: @adelaidecc @unwomen_aust @cityofadelaide</p>				
2	13th March	Toyota Dealer of the Year 2003	<p>Venue- Adelaide wine centre</p> <p>Client- Toyota</p> <p>A pertinent theme for toyota's annual award</p> <p>Racing cars, street racing, formula 500 #vroom</p>	
<p>Caption: Throwback to 2003 at the Adelaide Wine Centre for the Toyota Dealer of the Year awards! This year's theme celebrated the thrill of racing, featuring elements of street racing and Formula 500.</p> <p>A fantastic evening honoring excellence and innovation in the automotive industry. Here's to the passion that drives us forward!</p> <p>#ToyotaDealerOfTheYear #Vroom #GOGOEvents25 #AdelaideWineCentre #AutomotiveExcellence</p> <p>Tags: @toyota @cityofadelaide</p>				
3	20th March	SASEC BOARD	<p>exciting evolution of the social enterprise sector in SA</p> <p>forming board of South Australian social enterprise council</p>	

			social enterprise, community, purpose economy, businessfor good, collaboration, volunteering	
<p>Caption: Throwback to the exciting formation of the South Australian Social Enterprise Council (SASEC) Board! This milestone marked a new chapter in the evolution of our state's social enterprise sector.</p> <p>Together, we're building a purpose-driven economy that puts community first. Here's to collaboration, volunteering, and business for good!</p> <p>#SASEC #SocialEnterprise #PurposeEconomy #BusinessForGood #GOGOEvents25</p> <p>Tags: @sasec_au @collab4good @socialtraders_au</p>				
4	27th March	Flowers in the Barossa 2007	Venue - A beautiful private wedding Everything was second hand, shabby chic, everything was purchased from op shop #repurpose #pretty	
<p>Caption: Throwback to a beautiful private wedding in the Barossa in 2007, where everything was second-hand and shabby chic, all sourced from op shops! This celebration was a testament to love and sustainability, proving that elegance can be achieved through repurposing.</p> <p>#Repurpose #ShabbyChic #GOGOEvents25 #SustainableWeddings #Pretty</p> <p>Tags: @gogofoundation @opshop</p>				

APRIL

WEEK	DATE	EVENT	STORY	TILE
1	3rd April	Toyota Central Region Excellence Award 2015	<p>Venue - adl convention centre</p> <p>Come fly with me</p> <p>Ticket to the world</p> <p>#worldleading #global brands</p>	
<p>Caption: Throwback to 2015: "Come Fly with Me" at the Toyota Central Region Excellence Awards! We transformed the Adelaide Convention Centre into a global journey, celebrating world-leading achievements.</p> <p>This "Ticket to the World" event showcased Toyota's commitment to excellence and innovation on a global scale.</p> <p>#ToyotaExcellence #WorldLeading #GlobalBrands #GOGOEvents25 #AdelaideConventionCentre</p> <p>Tags: @toyota_au @adelaidecc @cityofadelaide</p>				
2	10th April	<p>FRINGE WALKING WITH MOIRA EVENT</p> <p>Called</p> <p>“Strut Your Stuff”</p>	<p>ADELAIDE FRINGE</p> <p>CHOOKS SA- CLIENT</p> <p>NORTH TERRACE ADELAIDE- VENUE</p> <p>FAMOUS SOUTH AUSTRALIAN WOMEN NAME- DAME ROMA MIITCHELL, FRANCIS</p> <p>Called “Strut Your Stuff”</p> <p>Laminated cut outs of chooks on fluro sticks to lead the walk/participants</p> <p>Chooks chalk painted on the pavement at various venues, where the walk stopped and listened to information/stories about the women of SA</p> <p>STRONG WOMEN, COLLABORATION, LEADERSHIP, GENDER EQUALITY</p>	

Caption: Throwback to "Strut Your Stuff" on North Terrace, celebrating South Australia's remarkable women like Dame Roma Mitchell and Francis!

We led a vibrant walk with laminated chook cut-outs, following chalk-painted chooks to share stories of strong women. A colorful tribute to collaboration, leadership, and gender equality!

#CHOOKSSA #StrongWomen #AdelaideFringe #GOGOEvents25 #GenderEquality

Tags: @adelaidefringe @cityofadelaide @womensagendasa

3	17th April	Toyota Sports 2005	Venue - Adelaide Convention Centre Sporty theme (pic of sarah & kid, lifeline adelaide car) #chooseyoursport #sportsforeveryone #playful #fun
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Caption: Throwback to 2005 at the Adelaide Convention Centre for the Toyota Sports event! With a sporty theme, we celebrated the joy of sports and community engagement.

Check out this fun moment with Sarah and a young fan alongside the Lifeline Adelaide car! Together, we championed the message that sports are for everyone.

#ChooseYourSport #SportsForEveryone #Playful #Fun #GOGOEvents25

Tags: @toyota_au @lifelineadelaide @cityofadelaide

4	24th April	Westpac Foundation Changemakers 2018	Venue - Barangaroo, Sydney Client- Westpac foundation Sarah led the participants in some fun/ice breaking 'line dancing' GOGO was introduced to "..... A" whose participants made the gorgeous 'feather' centerpieces Sarah purchased and GOGO still often use at events
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Caption: Throwback to 2018: Westpac Foundation Changemakers at Barangaroo, Sydney! Sarah led an energetic ice-breaker with line dancing, uniting social entrepreneurs.

We discovered beautiful 'feather' centerpieces made by "..... A" participants, which still grace our events today. A celebration of changemakers investing in a better future!

#WestpacChangemakers #SocialEntrepreneurs #InvestingInChange #GOGOEEvents25

Tags: @westpac @westpacfoundation

MAY				
WEEK	DATE	EVENT	STORY	TILE
1	1st May	SARAH AT SXSW	<div>scholarship</div> <div>SXSW</div> <div>FLINDERS UNI</div> <div>TEXAS</div> <div>SOCIAL INNOVATION</div> <div>AWARD WINNING</div> <div>ENVIRONMENTAL+ SOCIAL</div> <div>TRAVEL</div> <div>LEARNING</div>	
<p>Caption: Throwback to Sarah's transformative journey to SXSW in Texas! This Flinders Uni scholarship opportunity was a game-changer for our award-winning social innovator.</p> <p>Immersed in cutting-edge discussions on environmental and social impact, Sarah brought back a wealth of knowledge to fuel our mission.</p> <p>A testament to the power of travel and lifelong learning!</p> <p>#SXSW #SocialInnovation #FlindersUni #GOGOEvents25 #LifelongLearning</p> <p>Tags: @sxsw @flinders.university @cityofadelaide</p>				
2	8th May	WESTPAC EVENT-2024	<div>Venue - WESTPAC BEDFORD PARK</div> <div>CORPORATE GIVING</div> <div>SHARING OUR STORIES</div> <div>SOCIAL IMPACT</div> <div>COLLABORATION IN BUSINESS AND PHILANTHROPY</div> <div>an enjoyable morning, telling Westpac staff about GOGO events & GOGO Foundation in the hope they choose GOGO Foundation as the charity they will support through their wages.... Dr Tiff also came with us and ran the</div>	

attendees through an example of Wellness Wednesdays.

**NICOLLE, CARRIE, JANINE,
ANJALENA, DIVYA**

Caption: Throwback to our inspiring morning at Westpac Bedford Park! We shared the GOGO story, highlighting our social impact and the power of collaboration in business and philanthropy.

Dr. Tiff gave a taste of our Wellness Wednesdays, while our amazing team - Nicolle, Carrie, Janine, Anjalena, and Divya - showcased the heart of GOGO. Here's to corporate giving and creating positive change together!

#WestpacGiving #SocialImpact #CorporatePhilanthropy #GOGOEvents25 #WellnessWednesdays

Tags: @westpac @gogofoundation

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15th May

S P A C E 2019

Venue - Elements at Byron Bay

‘un’Conference

Our team went to organise event

Having space to rethink for the future

Innovation, taking time,

AMAZING! Incredible people, telling
their own powerful
stories/learnings/creations -
vulnerability & truth vs assumption &
hierarchy

the participants ‘created’ the weekend’s
structure.

The first time one of our team had flown
on a plane

met “Egg Boy”

The Tall Poppy got burnt down after a
lot of rain

laughter in the rain

audio ‘space walk’ with blind folds on

laughter, networking, friendships,
collaborations

@CJ Holden

Caption: Throwback to SPACE 2019 at Elements of Byron Bay - an 'un'Conference that redefined innovation! Our team organized this transformative event where participants shaped their own journey.

From audio 'space walks' to meeting "Egg Boy," and the symbolic burning of the Tall Poppy, every moment sparked creativity. We laughed in the rain, forged friendships, and embraced vulnerability.

A special shoutout to @CJ Holden and our team member who took their first flight for this incredible experience!

#SPACE2019 #UnConference #Innovation #GOGOEvents25 #ElementsOfByron

Tags: @elementsofbyron @spaceunconf

4	22ND May	SOCIAL CHANGE FELLOWSHIP 2018		
Caption:				
5	29th May	Neighbour Day 2018	Venue - City of Adelaide Client- Hutt St Centre chalk drawings, colour, smiles, laughter over-coming 'dickhead'/narcissistic neighbours Inviting the homeless Inviting community, friendship, inclusion, sharing	
<p>Caption: Throwback to Neighbour Day 2019 in the City of Adelaide, hosted by Hutt St Centre! We filled the day with chalk drawings, laughter, and smiles while fostering community, friendship, and inclusion.</p> <p>This event was a beautiful reminder of overcoming challenges with 'difficult' neighbors and inviting everyone, including the homeless, to share in the joy. Together, we celebrated the power of connection and compassion!</p> <p>#NeighbourDay #Community #Inclusion #GOGOEvents25 #SharingStories</p> <p>Tags: @huttstcentre @cityofadelaide</p>				

JUNE

WEEK	DATE	EVENT	STORY	TILE
1	5th June	Southern Domestic Violence Services 2016	Venue - City of Adelaide Client- Learning together, conference,	
<p>Caption: Throwback to 2016: Southern Domestic Violence Services Conference in the City of Adelaide. A powerful gathering of minds committed to ending domestic violence.</p> <p>This conference brought together experts, survivors, and advocates to share knowledge, strategies, and hope. Together, we learned, collaborated, and strengthened our resolve to create a safer community.</p> <p>#SDVSConference #EndDomesticViolence #LearningTogether #GOGOEvents25</p> <p>Tags: @cityofadelaide @womenssafetysservices</p>				
2	12th June	AUSTRALIA DAY AWARD 2019	Sarah specific in some ways, but I remember the recognition creating a new voice for GOGO Foundation	
<p>Caption: Throwback to the Australia Day Awards 2019, where Sarah was recognized for her efforts in creating a new voice for the GOGO Foundation! This recognition highlighted the importance of social impact and community engagement.</p> <p>A proud moment celebrating the contributions of individuals making a difference in our society. Together, we continue to inspire change!</p> <p>#AustraliaDayAwards #GOGOFoundation #SocialImpact #GOGOEvents25</p> <p>Tags: @gogofoundation @cityofadelaide</p>				
3	19th June	AHA SA 2015	Venue - Adelaide entertainment centre Client- (AHA)SA AHA has been a client of GOGO's for 9 years, I have worked on their events for 7 years. AHA was my first client, I came on board to help Sarah out for 6 weeks and never left!!	

			<p>AHA and Lucy has a soft spot in my heart ❤️</p> <p>Lots of fun and creative designs, can let the imagination run wild.....</p> <p>Lots of light and colour, tall structures, painting - spray and paintbrush, cardboard, mirror balls, Novatech's letters with images like a beer glass filling up. Always an amazing room, with an incredible atmosphere.</p> <p>Bumping in with hard hats on, as production set up too. The celebratory vibe as everyone works together and the band rehearses.</p>	
<p>Caption: AHA SA Awards at the Adelaide Entertainment Centre! A night of glitz, glamour, and celebration for the hospitality industry.</p> <p>From towering structures to mirror balls and Novatech's innovative beer glass letters, we transformed the space into a vibrant wonderland. The air buzzed with excitement as we set up in hard hats alongside the production team.</p> <p>Seven years of magic with AHA SA, and the passion still burns bright! Here's to creativity, collaboration, and the incredible hospitality community.</p> <p>#AHASA #HospitalityAwards #GOGOEvents25 #CreativeDesign</p> <p>Tags: @aha_sa @adelaideentertainmentcentre @novatechproductions</p>				
4	26th June	The Big Issue Long Lunch - July over the years	<p>Venue - Central Market adl</p> <p>Client- Big issue</p> <p>Fund raising for big issue</p> <p>Shared meals, shared conversation,</p>	
<p>Caption: Throwback to The Big Issue Long Lunch at Central Market! A wonderful gathering focused on fundraising, where shared meals sparked meaningful conversations.</p> <p>This event highlights the importance of community support and connection, helping to empower those in need. Together, we create a brighter future!</p> <p>#BigIssueLongLunch #Community #Fundraising #GOGOEvents25</p>				

Tags: @thebigissue @cityofadelaide

JULY

WEEK	DATE	EVENT	STORY	TILE
1	3rd July	GATSBY	<p>before my time at GOGO, but I have seen and used the props created for this event.... spectacular!!!</p> <p>The Adelaide Townhall is very historic and it can be difficult to work there and get approval to do things. Sarah had special vinyl decor made to hang over the organ and on the walls with 40's inspired print on it.</p> <p>There were pillars made with the print and huge black urns with feathers sticking out of them.</p> <p>We used a lot of the decor for a long time - it worked for so many other events (or we covered the pillars with coloured fabrics and used them for their height)</p>	
<p>Caption: Throwback to our dazzling Gatsby extravaganza at the historic Adelaide Town Hall! We transformed this iconic venue into a 1920s wonderland with custom vinyl decor adorning the organ and walls.</p> <p>Sarah's innovative touch brought the era to life with 40s-inspired prints, towering pillars, and dramatic black urns overflowing with feathers. These versatile pieces became GOGO staples, repurposed for countless events to come.</p> <p>Navigating the venue's strict regulations, we created a night of unforgettable glamour and style. Here's to creativity that stands the test of time!</p> <p>#GatsbyGlam #AdelaideTownHall #VintageVibes #GOGOEvents25 #CreativeDesign</p> <p>Tags: @cityofadelaide @adelaidetownhall</p>				
2	10th July	HEART Foundation Ball	<p>Venue - Hilton Adelaide</p> <p>A lot of fun to work on and at</p> <p>clown wigs & clown frills (made by social enterprise In Stitches) worn by staff</p> <p>popcorn, carousels, cupcakes,</p>	

			<p>carnival themed games as decor</p> <p>the rubber chicken received one of the highest winning bids 😂</p> <p>Carnival theme</p> <p>Clowns</p> <p>Fund raising</p>	
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Caption: Throwback to the Heart Foundation Ball at the Hilton Adelaide! This carnival-themed event was a whirlwind of fun, featuring clown wigs and frills made by the social enterprise In Stitches.

Guests enjoyed popcorn, carousels, and cupcakes while participating in lively carnival games. The highlight? A rubber chicken that received one of the highest bids—proof that laughter truly is the best medicine!

Together, we raised funds for a great cause while celebrating community spirit and creativity.

#HeartFoundationBall #CarnivalTheme #Fundraising #GOGOEvents25

Tags: @heartfoundation @hiltonadelaide

3	17th July	Champagne Tower 2021	<p>INT FRIENDSHIP DAY</p> <p>Venue -</p> <p>Friends in business</p> <p>KEITO events</p> <p>Celebrating friends, collaboration</p>	
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Caption: Throwback to the Champagne Tower celebration for International Friendship Day 2021, hosted by Friends in Business and organized by Keito Events!

This special gathering focused on celebrating friendship and collaboration, bringing together individuals to share stories and strengthen connections. A beautiful reminder of the power of community and support!

#InternationalFriendshipDay #ChampagneTower #Collaboration #GOGOEvents25

Tags: @keitoevents @friendsinbusiness

4	24th July	COLLAB4GOOD Launch- 2018	<p>Venue - LOT14 City of adelaide</p> <p>Client-</p> <p>4 social entrepreneurs coming</p>	
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			together to build collaboration across sectors	
			#KIK INNOVATION LTD #intermediary collaboration social entrepreneurship	
<p>Caption: Throwback to 2018: The COLLAB4GOOD Launch at LOT14, City of Adelaide! A groundbreaking initiative bringing together four visionary social entrepreneurs to foster cross-sector collaboration.</p> <p>This event marked the beginning of a powerful movement in social entrepreneurship, with KIK INNOVATION LTD leading the charge as an intermediary. Together, we're breaking down barriers and building bridges for a more impactful future.</p> <p>#COLLAB4GOOD #SocialEntrepreneurship #Collaboration #GOGOEvents25 #LOT14</p> <p>Tags: @lot_fourteen @cityofadelaide @kikinnovation</p>				
5	31st July	CHANGEMAKER AWARD 2024		https://drive.google.com/drive/folders/1Mi0jAtOmGR_M_f2H1Bdu9nmmkW_Qvl5LC?usp=drive_link
<p>Caption:</p>				

AUGUST

WEEK	DATE	EVENT	STORY	TILE
1	7th August	ENVIES JUNE 2018		

Caption:

2	14th August	TIX FOR NIX-ADELAIDE FESTIVAL 2019	Venue - city of adelaide Client- Adelaide festival Distributing 2000 tickets (each year) to the world-famous Adelaide festival so that everyone has the opportunity to see the world class art and performance	
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Caption: Throwback to TIX FOR NIX at the Adelaide Festival 2019! Each year, we distributed 2,000 tickets to ensure everyone has the chance to experience world-class art and performances.

This initiative embodies our commitment to accessibility and inclusivity, allowing diverse communities to engage with the vibrant arts scene. Together, we celebrate creativity and connection!

#TixForNix #AdelaideFestival #ArtsForEveryone #GOGOEvents25

Tags: @adelaidefestival @cityofadelaide

3	21st August	BCORP		
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Caption:

4	28th August	AFF Tarnandi Persian Film Premiere 2016	Venue- Tarnandi For the Adelaide film festival Movie- Ali's wedding premiere	
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Caption: Throwback to the AFF Tarnandi Persian Film Premiere in 2016, featuring the heartfelt film "Ali's Wedding"! This special screening was part of the Adelaide Film Festival, showcasing diverse stories and cultural narratives.

A wonderful opportunity to celebrate cinema and community, bringing together audiences to experience this unique film.

SEPTEMBER

WEEK	DATE	EVENT	STORY	TILE
1	4th September	ZAHRA FOUNDATION LAUNCH- 2015	<p>Venue- adl convention centre</p> <p>Client- ZAHRA Foundation</p> <p>GOGO supported women safety services to launch the ZAHRA foundation</p> <p>#probono #event management #collaboration</p>	

Caption: Throwback to the Zahra Foundation Launch at the Adelaide Convention Centre in 2015! GOGO proudly supported this important initiative aimed at empowering women fleeing domestic violence.

The launch honored the legacy of Zahra Abrahamzadeh, creating a platform for safety and financial independence. Together, we championed a cause that resonates deeply within our community.

#ProBono #EventManager #Collaboration #GOGOEvents25

Tags: @zahrafoundation @cityofadelaide

2	11th September	SOCIAL TRADERS		
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Caption:

3	18th September	ACSA DINNER- SEPTEMBER 2014		
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Caption:

4	25th September	Making Bouquets 2017	<p>For-</p> <p>Christmas cooperate gift giving</p> <p>Venue- WOTSO Adelaide</p> <p>#Holman Hodge</p>	
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Caption: Throwback to 2017: A delightful day at WOTSO Adelaide, creating beautiful bouquets for Christmas corporate gift giving!

In collaboration with Holman Hodge, we crafted stunning arrangements, spreading joy and festive spirit through thoughtful gifting.

#BouquetMaking #ChristmasGifts #Collaboration #GOGOEvents25

Tags: @holmanhodge @wotsoadelaide

OCTOBER

WEEK	DATE	EVENT	STORY	TILE
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1	2nd October	SOCIAL ENTERPRISE WORLD FORUM 2022		
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Caption:

2	9th October	SafeWork Awards 2001	Venue - Adelaide Convention Centre Safety in numbers, partying in numbers Trend- Fluro #reallybigevnet	
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Caption: Throwback to the SafeWork Awards 2001 at the Adelaide Convention Centre! Celebrating safety in numbers with a vibrant fluro theme, this event was all about recognizing excellence in workplace safety.

A night filled with fun and camaraderie, showcasing the importance of collaboration in creating safer environments.

#SafeWorkAwards #FluroFun #GOGOEvents25

Tags: @safeworksa @cityofadelaide

3	16Th October	S P A C E at Welland	Venue - Warehouse at Welland Client- S P A C E Global thinkers, local doers Collaboration Breakfast Good food	
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Caption: Throwback to the SPACE event at the Warehouse at Welland! A fantastic breakfast gathering that brought together global thinkers and local doers to foster collaboration.

With good food and great conversations, we celebrated the power of community and innovative ideas. Together,

we're building a brighter future!

#SPACE #Collaboration #GoodFood #GOGOEvents25

Throwback to the Open State Social Initiative

4	23rd October	Open state	social procurement from the dept of premiere and cabinet 10 days 20 staff multiple venue across the city innovation, future,	
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Caption: Throwback to the innovative Open State social procurement initiative by the Department of Premier and Cabinet! This 10-day event engaged 20 staff across multiple venues in the city, focusing on shaping the future of social procurement.

We explored groundbreaking ideas to enhance government purchasing power for social good, fostering collaboration between public and private sectors. Together, we're building a more inclusive and sustainable future!

#OpenState #SocialProcurement #Innovation #GOGOEvents25

Tags: @sagovau @cityofadelaide

5	30th October	SA Food Awards 2012	Venue- adelaide convention centre The first time we employed women at risk. First event to create social impact #fun	
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Caption: Throwback to the SA Food Awards 2012 at the Adelaide Convention Centre! This event marked a significant milestone as it was the first time we employed women at risk, creating a meaningful social impact.

A night filled with celebration and recognition of excellence in the food industry, showcasing our commitment to community support and empowerment.

#SAFoodAwards #SocialImpact #GOGOEvents25 #Fun

Tags: @foodsouthaustralia @cityofadelaide

NOVEMBER				
WEEK	DATE	EVENT	STORY	TILE
1	6th November	Business for Good 2024	Venue - uni SA Bradley Forum, Hawke Building Client- collab 4 good, SASEC, Office FOR SMALL AND FAMILY BUSINESS GOGO Events managed the venue. Sarah spoke about social enterprises.	
<p>Caption: Throwback to the Business for Good 2024 at UniSA's Bradley Forum! Organized by Collab 4 Good, SASEC, and the Office for Small and Family Business, this event focused on collaboration among social enterprises.</p> <p>Sarah shared insights on the impact of social enterprises, inspiring attendees to think innovatively about their roles in creating positive change. Together, we're shaping a better future!</p> <p>#BusinessForGood #SocialEnterprise #Collaboration #GOGOEvents25</p> <p>Tags: @unisouthaustralia @collab4good</p>				
2	13th November	AUSPICING - INDIGITAL GROW YOUR MIND		
Caption:				
3	20th November	ARIIA FACING THE FUTURE 2023&2024 (COMBINATION)		
Caption:				
4	27th November	MENTAL HEALTH MONTH		

Caption:

DECEMBER

WEEK	DATE	EVENT	STORY	TILE
1	4th December	CORALUS		
Caption:				
2	11th December	LORD MAYOR'S CHRISTMAS PARTY- 2018	Venue- Adelaide town hall City of adelaide Client- lord Mayor #public speaking, sharing stories , creating jobs	
<p>Caption: Throwback to the Lord Mayor's Christmas Party 2018 at the Adelaide Town Hall! A festive celebration focused on public speaking, sharing stories, and creating jobs within our community.</p> <p>This event highlighted the importance of connection and collaboration, bringing together individuals dedicated to making a positive impact.</p> <p>#LordMayorsParty #CommunityEngagement #GOGOEvents25</p> <p>Tags: @cityofadelaide</p>				
3	18th December	SOCIAL ENTERPRISE WORLD FORUM 2022		
Caption:				
4	25th December	THE POWER OF HER 2023 AUGUST		
Caption:				

Notes

LINKEDLN STRATEGY

1. FLINDER UNI ENVIES 2015- SARAH ENVIEW WIN
2. SASEC BOARD
3. SARAH AT SXSW 2016
4. SOCIAL CHANGE FELLOWSHIP 2018
5. AUSTRALIA DAY AWARD 2019
6. CHANGEMAKER AWARD 2024
7. BCORP
8. SOCIAL TRADERS
9. ACADEMIC RESEARCH
10. AUSPICING - INDIGITAL GROW YOUR MIND
11. CORALUS
12. UP LAUNCH
13. LAUNCH OF GOGO FOUNDATION
14. FRINGE WALKING WITH MYRA EVENT
15. BOARD
16. ORTHODONTIST CONFERENCE
17. GATSBY
18. SOCIAL ENTERPRISE WORLD FORUM 2022
19. THE POWER OF HER 2023 AUGUST
20. ARIIA FACING THE FUTURE 2023&2024 (COMBINATION)
21. MENTAL HEALTH MONTH
22. IMPACT CHAINS AT THE GAOL
23. LAUNCH OF COLLAB4GOOD
24. HOW FAR WE HAVE COME

MISSING CLIENTS

1. TORRENS UNI
 2. BEYOND BANK
 3. COTTAGE HOMES
 4. THINK ENOUGH
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