

What We Do

Reinventing Events is an event production company that works to meet your goals through creative design and strategy. We continually educate ourselves, stay current on event trends, and challenge each other to think of unique solutions. We're dedicated to learning your company's culture to produce experiences that are truly unique for you and your attendees.

Our Services



Event Strategy & Design



Project Management



Venue & Vendor Management



Marketing & Communications



Registration Management



Program & Speaker Management



Sponsor Management



Add-On Offerings

What Clients Have Said

"The Reinventing Events team excels at assisting a team from planning through execution of an event." - [Engine Yard](#)

"Their attention to detail is the stuff of legends and I would recommend them to anyone who cares about producing a stellar event." - [Twilio](#)

"Who needs anti-anxiety medication when you have Reinventing Events?" - [Zendesk](#)

Event Strategy & Design

- Brainstorm session to define a program theme and business goals of the conference
- Identify a pricing structure for attendees that includes housing options, if needed
- Work with Client's designer to create signage and print items to bring the conference branding to the venue space
- Design conference experience around goals set by Client
- AV and stage design to work within Client budget

Project Management

- Conduct phone calls and meetings with Client team for updates
- Send detailed notes after all team calls with clear action items
- Work as project manager for entire event production, checking in with Client team members for updates on their specific tasks, to ensure all things are moving forward
- Manage event due dates, timeline, and budget
- Manage online docs via Google Drive and Dropbox
- Use Client's preferred project management tool (Asana, Basecamp, etc.)
- Monthly, bi-weekly, and weekly team work sessions to review status and work through necessary action items. Calls and meetings will increase in frequency as we approach the conference dates
- Team debrief and closing steps planning meeting (post-event)

Venue & Vendor Management

- Review venue options based on the specifics as decided by Client including size of event, feel, and preferred location
- Arrange site visits for Client to see venues that fit criteria
- Review and negotiate contract before Client signs
- Work directly with venue and vendors to ensure all payments and due dates for items are being met
- Work with local hotels to arrange and negotiate room blocks
- Hotel room management for staff and sponsors
- Complete venue management including updates between Client and venue on all items, including staging, AV, vendors, permits and insurance needs, flow of traffic, signage plan, run of show, emergency plans, and pre-con meeting
- Vendor research, contract review, and management including AV, photography, videography, print needs, swag, and rentals
- Shipment tracking for all ordered items
- Onsite management of all vendors and venue
- Design layout for event space

Marketing & Communications

- Review current marketing plans and offer feedback
- Work with Client marketing and design teams on all collateral suggestions
- Email communication with speakers and sponsors
- Project manage all event print needs for conference including program guide, badges, and signage, by working with Client design team

Registration Management

- Registration creation for events via Eventbrite ticketing platform
- Email communication management with registered attendees
- Create and manage discount codes for event
- Attendee number updates to Client team as event date gets closer
- Manage all registration needs onsite, including checking in attendees

PLEASE NOTE - additional staff may be needed onsite for registration and can be provided by Client staff or volunteers recruited by Client

Programming & Speaker Management

- Communications and follow up with invited speakers on behalf of the conference
- PLEASE NOTE - initial invitations and securing of speakers must be provided by the Client*
- Manage speakers before and during conference including scheduling, transfer and travel arrangements, presentation collection, speaker registration, website updates with speaker bios and headshots, update website with content for agenda, and liaison between speakers and onsite AV crew
 - Coordinate with design team for updates to presentations and collection for onsite production
 - Schedule and conduct speaker prep phone calls with all speakers
 - Manage all travel and speaking reimbursements, working directly with Client accounting team
 - Creation and management of run of show documents during planning and onsite
 - Review AV hardscape and stage design to ensure speaker needs are met
 - Manage Green Room, including greeting speakers and getting them mic'd up, as well as running over any last minute details
 - Act as Stage Manager with AV team to make sure correct items are cued up and ready to go

Sponsor Management

- Define sponsorship opportunities including price levels, titles of levels, benefits, and customized opportunities for top-level sponsorships
- Communications and follow up with sponsors on behalf of the conference.
PLEASE NOTE – initial conversations and sales must be provided by the Client
- Oversee sponsors and partners including collection of logos, links, and descriptions, management of sponsors at their level's of involvement, registration of sponsors and partners, onsite management of expo hall, liaison between sponsors and venue, confirmation of delivery, management of load-in and loadout schedules
- Manage agreements and invoices for sponsor payments, including W- 9 distribution and following up for payments

Add-On Offerings

- VIP Reception Management
- Party Management
- Transportation Management
- Volunteer Management
- Drayage and Shipping Management

Client to Provide

- All event programming and content items
- Outreach and confirmations of speakers and guests
- Initial outreach, conversations, and sales for sponsors
- Payments to vendors according to due dates
- All creative design needs. *PLEASE NOTE – design services are not included in production fees. We can work with your Creative Team on design or hire a designer for \$95/hour to be billed to Client*
- Fulfillment of all marketing, press, and editorial needs

Contact Us To Get Started

Ready to get started? Have more questions about the services we provide? Visit us at reinventingevents.com/contact/ to get started.