

Creating Moments That Matter

We are expert marketing strategists and event producers who deliver programs tailored to meet your business and audience needs. From planning and strategy to creation and development to implementation and campaign management, our full-service events team can bring your vision to life.

CUSTOM EVENTS FEATURES



PROGRAMMING

Creating engaging and meaningful event content is at the heart of what we do. We are experts at bringing messages to life and delivering them to the right audiences.



SURVEYS

Our customizable surveys allow us to create audience profiles, measure KPIs, and gather data and insights for you to use for future events and communication. We work with our partners to create surveys so the results are meaningful to you.



LOGISTICS

From conferences to awards programs, virtual to hybrid, single market to multi-market, our goal is to offer the best experience for our attendees and partners. We handle every detail of the event, from the kick-off call to the post-event reporting, and make sure every aspect of the event is delivered on time and to the highest quality standards.



SPEAKER RECRUITMENT

Coordinating and contracting event speakers is our specialty. As Michigan's most-read news site, we created a trusted brand within the community that speakers respect and want to be connected to. From political figures, such as Governor Gretchen Whitmer and Secretary of State Jocelyn Benson, to professional athletes like Calvin Johnson from the Detroit Lions, we are experts in speaker acquisition and management.



PRODUCTION

From the first hello to the last thank you, we pride ourselves in executing flawless experiences for attendees and speakers. With unique stage design to attendee name badges, we ensure every detail comes together to create a branded and cohesive experience for all guests. To ensure we consider every detail leading up to and during the event day.



CREATIVE

We are backed by an in-house creative team of eight designers. Our team knows what it takes to make an event look and feel exceptional. From the design of the first Save the Date email to event signage and promotional items, our designers focus on giving each event a specific look and feel that sets our events apart from others.



PROMOTION

Based on our client's needs and target audience, we create a unique promotional campaign with the goal to drive the right attendees to your event. We are experts in creating multi-channel campaigns that drive results.



REGISTRATION

Coordinating and providing event registration is performed on an intuitive platform. This system includes branded event web pages and ticket registration pages. This robust event management system has the ability to create different registration types, ticket pricing, and apps specific to your event. The platform allows us to efficiently and effectively manage event ticket sales and event attendees.