

The background of the image is a soft-focus photograph of festive bunting. Several strings of triangular flags are visible, with one prominent string in the foreground featuring a light blue flag with a pink and green floral pattern. The overall lighting is bright and airy, suggesting an outdoor event.

crew

E V E N T S

CAPABILITIES DECK



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WHO WE ARE

Crew is a New York City-based, women-owned event marketing and management company with over **25 years of experience** collectively and **2,000 events** under our belt.

WHAT WE DELIVER

Measurable **impact** with **flawless** execution.

WHO WE PARTNER WITH

Bold brands who **engage** audiences **across the spectrum**: consumers, employees, businesses, investors, and press.

MEET YOUR CREW

We're two best friends with a shared passion for events and a hunger to create transformative experiences. In 2018, we ditched our corporate jobs and founded Crew, a boutique, women-owned event dream team. We always go the extra mile to bring fresh perspectives, strategic insight and dynamic creativity to every event we execute.



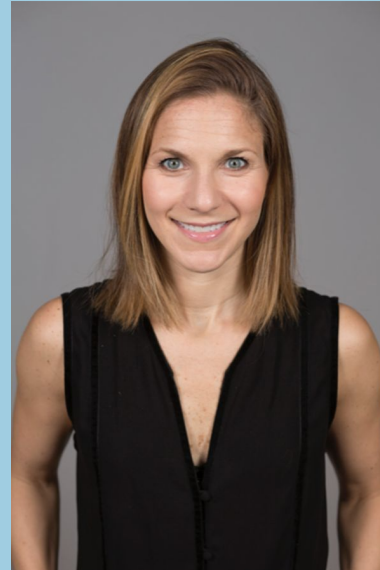
PAULI TAPIA LEE

FAVORITE WEEKEND ACTIVITIES:

Hot yoga, gardening, and exploring Brooklyn's best cocktail bars

MOST MEMORABLE EVENTS TO-DATE:

2014 World Cup
2018 Univision Upfront



SAM WEINGLASS, CMP

FAVORITE WEEKEND ACTIVITIES:

Running in Central Park, chasing after my 2 kids, and mixing up some of Sami's Signature Sangria

MOST MEMORABLE EVENTS TO-DATE:

2009 AOL
Spin-Off
2016 Democratic Debate

CREW ADDS MORE

We focus on **your business goals** and work diligently to ensure they are not only achieved, but surpassed.

We give you more: more value, more meaning, more engagement...and so much more.

CREW
events
DOES
more
WORKS
more
ADDS
more
always 100% more

OUR FORMULA



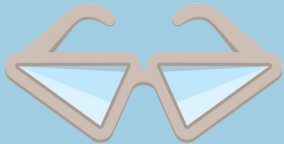
INSPIRED STORYTELLING

You have a story to tell. Crew will communicate that story through unexpected and inspiring ways that are relevant-in-culture and true to your brand's DNA.



STRATEGIC EXPERTISE

We're your gurus who understand how events impact an entire organization's revenue growth and geek out over it. We'll design every aspect of your event thoughtfully and deliberately to ensure jaw-dropping success.



REFRESHING TRANSPARENCY

Trust and clear communication drive our business and will define our journey together.

YOU'RE COVERED WITH CREW

LOGISTICS

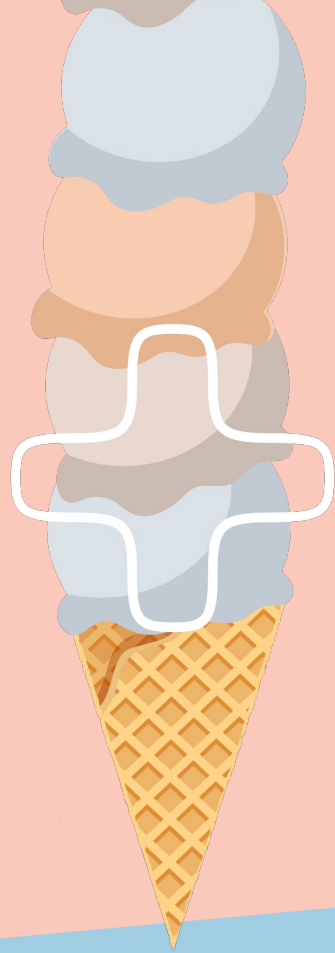
- + Attendee Registration
- + Budgeting
- + Catering & Menu Planning
- + Day-of Coordination
- + Hospitality
- + Permitting
- + Photography & Videography
- + Shipping & Freight
- + Site Selection
- + Staffing
- + Strategic Planning
- + Travel
- + Vendor Contracting

PRODUCTION

- + Content Development
- + Entertainment
- + Red Carpet
- + Show Management
- + Talent Management
- + Video & Graphics
- + Webcast Streaming

DESIGN & DECOR

- + Branded Activations
- + Gifting & Mailers
- + Graphic Design
- + Premiums
- + Signage
- + Space Decor
- + Stage Design



STAND OUT EVENTS

Crew executes events for all industries, delivering experiences that will exceed your expectations and leave attendees wanting more.

CLIENT HOSPITALITY

World Cup · Latin GRAMMY Awards · NFL Super Bowl

CONFERENCE

MAKERS · Leading the Change · AOL Investor Day

PRESS

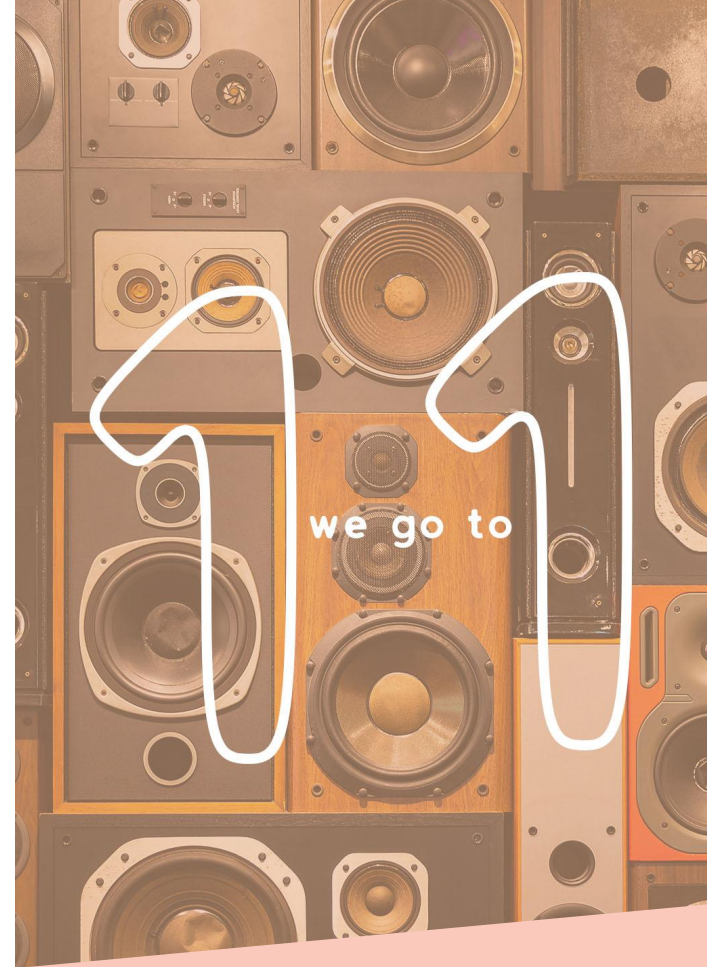
Democratic Debate · NYFW Media Lounge

INDUSTRY

AOL Spin-Off From Time Warner · Digital Newfronts
TV Network Upfronts · Cannes Lions Festival of Creativity

SPONSORSHIPS

T-Mobile DJ Battle · SXSW · NYFW · CES · Verizon VIP Lounge



STAND OUT TALENT

From booking business leaders and celebrities, to handling their (many) requests, Crew manages all talent logistics, while providing star treatment and ensuring your brand remains front and center.

PREVIOUSLY BOOKED TALENT

- + President Bill Clinton
- + Shakira, Grammy Award-winning Artist
- + Mark Sanchez, Retired NFL Quarterback
- + JEWEL, Singer-Songwriter
- + J. Walker Smith, Chief Knowledge Officer, Kantar Consulting
- + Denise Bidot, Model and Body-Positivity Activist
- + Jonah Berger, Professor Wharton School at the University of Pennsylvania & Best-Selling Author
- + Ricky Martin, Grammy Award-winning Artist



WHY EVENTS?





95%

**OF MARKETERS BELIEVE IN-PERSON
EVENTS HAVE A MAJOR IMPACT ON
ACHIEVING BUSINESS GOALS**



85%

**OF LEADERSHIP IDENTIFY EVENTS
AS CRITICAL FOR THEIR
COMPANY'S SUCCESS**



70%

**OF ATTENDEES BECOME
REGULAR CUSTOMERS
AFTER AN EXPERIENTIAL
MARKETING EVENT**

GO VIRTUAL, HYBRID, OR LIVE

The pandemic brought a new definition to virtual events. And while Crew has had measurable success in virtually connecting world-wide audiences and allowing brands to shine, in-person connections are in higher demand than ever before. As we move into hybrid and back to live events, Crew is redefining what it means to safely create moments that connect people to brands.

The complexities in the world of events will continue to evolve. Crew can help you navigate through it all. Consider us your go-to solution-creators, problem-solvers and event transformers.

Let's do this.

97%

**OF MARKETERS ARE
CONFIDENT THAT HYBRID
EVENTS WILL BECOME MORE
PROMINENT GOING FORWARD**

OUR PROCESS

01

PRE-PLANNING

Large or small, every event needs a game-plan. We'll host a kickoff call to learn the scope, and then help you to identify the best strategy, format, and platform for achieving your goals and delivering your message.

02

PRODUCTION

From agenda building, to attendee registration, console development, AV assistance, and more, Crew's got you covered, all while working to weave key audience-engagement moments into the show.

03

TECH & SPEAKER REHEARSALS

Practice makes perfect and it's no different with virtual events. Crew will develop a detailed run of show and conduct both tech and speaker rehearsals to ensure there are no surprises come event day.

04

EVENT MANAGEMENT

We'll be "onsite" with you the whole time, making sure the show goes off without a hitch.

05

REPORTING & RESULTS

Measuring an event's success has never been more important. Crew will help you to gather and evaluate critical data like attendee engagement and ROI, as well as produce a comprehensive recap deck with photos, stats, feedback and learnings.

and
CREW
events
DOES
MORE
...like extra more

BRANDS THAT TRUST OUR CREW

SEPHORA

@Entercom

bitly

Deloitte.

 DESTINATIONS
INTERNATIONAL

 ZipRecruiter

VISA

Toluna 

live
marketing

CleaverBrooks® 

THE
ELEVATE
PRIZE

 Douglas Elliman

WANT MORE?

NO MATTER THE SIZE, CREW CREATES VIBRANT, BRAND-CENTRIC EXPERIENCES THAT DELIVER EXCEPTIONAL MEASURABLE IMPACT.

HERE'S A LOOK AT OUR CASE STUDIES.



DESTINATIONS INTERNATIONAL VIRTUAL ANNUAL CONVENTION

Goal: To produce a thoughtful and engaging two-day general session with compelling graphics and video content for 3000+ global attendees, all in four weeks' time.

Execution: Worked with agency creative teams to storyboard and produce video and powerpoint content, as well as developed a run of show and produced the general session livestream.

Results:

- + +200% more attendee registrations than in 2019
- + Consistent tune-in and engagement throughout the two-day event
- + Received board and CEO seal of approval on future virtual and hybrid events

DESTINATIONS INTERNATIONAL VIRTUAL ANNUAL CONVENTION



Five Ways Tourism Will Be Changed Forever



Todd Davidson
CEO
Travel Oregon



Rita McClenny
President & CEO
Virginia Tourism Corporation






Notifications


Mainstage: July 14
Tuesday, July 14
8:30am - 5:00pm

- Networking >
- Keynotes >
- General Sessions >

#AC20Virtual



CHRIS ADAMS



ELENA PROSKOVA



RITA MCCLENNY




TODD DAVIDSON




SHIRLEY JUHLERSTEDT

#AC20Virtual



CAREY LORENZ
The First Female F-35 Fighter Pilot, a leader in aviation and team building expert / Author



Tweet

IMEX Group @IMEX_Group

We're proud to be a sponsor of @destini's #AC20Virtual on 14-15 July! Richard, Mary & Dan from our sales team will be attending & are looking forward to learning & connecting with the industry. You can find them at the Marketplace of Ideas at 12:15pm EST. buff.ly/301AyPP

2020 ANNUAL CONVENTION
INSPIRING GREATNESS
VIRTUAL • JULY 14-15

Tweet your reply

#AC20Virtual



MITCH ALBOM

ENTERCOM CLIENT EVENT

Goal: To host Entercom's current and potential clients for an evening of education on Entercom's brand and offerings after merging with CBS Radio.

Execution: Worked hand-in-hand with the Entercom creative team to bring five of their key properties to life by creating customized interactive experiences and big bold branding. From thoughtful statistic placements to a surprise appearance by the Backstreet boys, this was a truly buzz-worthy event.

Results:

- + +25% attendance expectancy
- + Clients confirmed they "better understood Entercom's brand portfolio"
- + CEO raved by noting it was "the best event I've ever attended"

ENTERCOM CLIENT EVENT



ZIPRECRUITER

Goal: To seamlessly integrate with the marketing team in order to develop and execute a multi-tiered event marketing strategy.

Execution: Worked as part of ZipRecruiter's marketing team to create and implement custom event templates, develop an ROI tracking strategy via Salesforce, produce and fabricate new trade show booth branding elements with the in-house creative team, and manage their \$2M annual event marketing budget.

Results:

- + Reduced event spending by \$500,000 in the first year, while simultaneously elevating the brand's presence at events
- + Streamlined the event production, budgeting and reporting processes
- + Created strong brand awareness with clients at trade shows
- + Netted a CPO almost \$1,000 less than the projected CPO across 33 conferences and events

ZIPRECRUITER



UNIVISION UPFRONT

Goal: To create a first-ever experiential Upfront experience for clients, press and board members for Univision.

Execution: While employed by Univision, we developed a two-day event that included abbreviated presentation sessions with A-list entertainment such as DJ Khaled and Daddy Yankee, and allowed attendees ample time to explore four floors of and 11 different interactive experiences that tied back to Univision's content offerings.

Results:

- + +10% attendance expectancy - sold out on both days
- + 2018 Univision Upfront resulted in 152+ press articles - a +67% YOY coverage
- + Advertising Sales team delivered on sales goals before year-end

UNIVISION UPFRONT



2016 DEMOCRATIC DEBATE

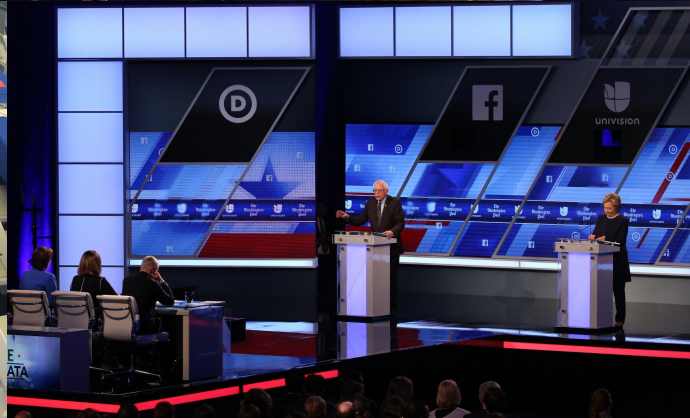
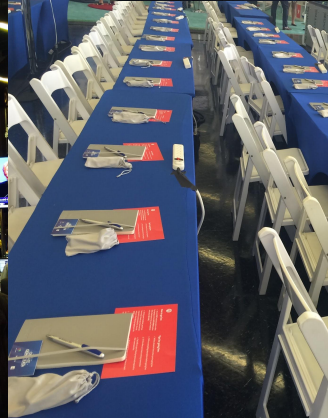
Goal: To ensure a quality experience for 400 press as well as 3,000 audience members at the Democratic debate held at Miami Dade University.

Execution: While employed by Univision, we served as project managers to ensure strong communication and collaboration between the multiple production teams. On the ground, we converted a traditional cafeteria into a comfortable and functional sponsor-branded media center, where press could watch the debate via livestream. We also designed the spin room and managed staffing, audience parking, and ticket entry.

Results:

- + Produced a full, seated audience in record time, allowing the televised debate to start without delays
- + Advanced client relations with sponsors with successful execution of sponsorship activations
- + Created and maintained positive press relations by anticipating and accommodating needs

2016 DEMOCRATIC DEBATE



2014 WORLD CUP HOSPITALITY

Goal: To create an unforgettable experience for 75 of Univision's top clients and their guests at the World Cup final game in Rio de Janeiro, Brazil.

Execution: While employed by Univision, we developed a four-day, five-night hospitality program that included privatized tourism experiences, nightly cultural immersions, and a customized viewing experience of the World Cup final. Attendees received the star treatment while staying right off Rio de Janeiro's beautiful beach. They received custom team jerseys, attended a private caipirinha cocktail class, dined poolside at a private mansion in the hills, and flew to/from Rio in style via an exclusive jet service.

Results:

- + Strengthened relationships with clients
- + Overwhelming positive response from clients in their experience
- + Advertising sales and sport sales teams surpassed revenue goals in 2014

2014 WORLD CUP HOSPITALITY



THANK YOU

Paulina Tapia Lee
917-207-4763
pauli@crew-events.com

Sam Weinglass
646-263-3776
sam@crew-events.com

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EVENTS

