

The background image is a high-angle, wide shot of a grand event space, likely a ballroom or convention hall. The room is filled with people seated at numerous round tables, suggesting a formal dinner or gala. The stage at the far end features a large screen displaying a colorful logo and the text "THE ART OF OPPORTUNITY". The room is decorated with blue and white lighting, and large, ornate chandeliers hang from the ceiling. The overall atmosphere is elegant and sophisticated.

ME

TAYLORMADE

EXPERIENCE

Capabilities & Service Offerings



About Us



We are **passionate** about creating inspiring, memorable events for our corporate and non-profit clients.



We start with a **vision** and collaborate on a thoughtful strategy to exceed those goals.



That investment in our **clients' success** translates into long-standing, meaningful relationships.

We care about every detail and we love a challenge.

Your TaylorMade Experience goes beyond a spectacular event. It is a unique and comprehensive partnership that accomplishes your needs, realizes your vision and exceeds your expectations. From concept to completion we deliver the hallmark qualities for which we are known—an uncompromising focus on quality, personal service, integrity, and clear, honest communication.

TME is proud to be a woman-owned & WBENC certified business. Consistently ranked in INC. Magazine and the Washington Business Journal as a Best Place to Work and top-ranked event management firm.



We Help You Succeed

TME is committed to producing results that positively impact your organization in the following service areas:



EVENT MANAGEMENT



**FUNDRAISING
& SPONSORSHIP**



**BRAND ACTIVATION
& MARKETING**



**MEETING
FACILITATION**



WORKSHOPS



**TALENT
ACQUISITION**

Live Events

We produce flawless events that ignite the imagination, surpass expectations, and reflect your brand.

With every occasion, TME works tirelessly behind-the-scenes to take care of every detail so you can focus on what is most important - your attendees!

Live Event Management Services Include:

- Tracking timelines, task lists and deadlines
- Managing meeting agendas and notes
- Budget management
- Contract negotiations
- Venue research and site selection
- Sourcing vendors
- Print and online collateral materials
- Guest registration
- Table seating coordination
- Event set-up and tear down
- On-site greeting, registration and way finding
- Volunteer management
- VIP concierge
- Production and stage management
- Post-event reporting



Virtual & Hybrid Events

Let us help you attract, engage and inspire attendees in a virtual setting.

With a clear understanding of best practices and thoughtful solutions for creating interactive and elevated content, we are your go-to resource for developing successful online engagements.

Let our team help you with:

- Planning timelines, task list & deadline tracking
- Platform integration
- Digital communications
- Talent booking
- Creative strategy and content development
- Production management
- Invitation and RSVP management
- Program participant briefings
- Live polling
- Real-time support
- Data collection & analytics
- Post-event surveys

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Fundraising & Sponsorship

The backbone of a successful fundraising event is having committed, engaged leadership and volunteers.

Our work is designed to support our non-profit clients in realizing their financial goals and strengthen their relationships with donors. During the planning phase, we bring depth and creativity to developing striking sponsorship materials, craft appeals that are mission-focused and follow-through with prospective supporters to deliver a lasting impression.

Fundraising & Sponsorship Services Include:

- Assess the pipeline & research prospects
- Direct committees
- Organize meetings & drive agendas
- Analyze goal setting
- Develop sponsorship materials
- Amplify fundraising
- Conduct follow-up
- Track outcomes

Brand Activation & Marketing

We engage the public in ways that encourage brand recognition and inspire brand loyalty.

The goal is to personally interact with the consumer and educate them about your offering, evoke a positive image of your brand, and fuel long-term loyalty. We create environments that engage all five senses, so your target audience is fully immersed in your brand, product and/or service.

Our Specialties Include:

- Grand Openings
- Product Launches
- Live Activations
- Pop-Up Displays
- Interactive Mobile Vehicles
- Product Sampling
- Mobile Marketing Tours
- Vehicle Displays
- Greeter/Hospitality Services
- Product Demonstrations
- Live Concerts
- Food and Beverage Tastings
- Film Festivals





Meeting Facilitation

Having a comprehensive strategic plan is key to any thriving business. Establishing accountability and setting attainable goals will ensure your organization's success.

We bring an outside perspective, emotional intelligence and extensive experience to the process, keeping your group focused and productive. By asking insightful questions, encouraging full participation and balancing personalities, you are guaranteed a productive meeting that generates outcomes aligned with your mission and goals.

Planning

We will work with you to create the ideal format for your meeting, tailoring the schedule and content to deliver an effective and impactful event.

Facilitation

We bring the energy you need to keep everyone engaged. Whether you aim to reach a global audience using an integrated online platform or prefer an in person gathering, TME is prepared to offer our insights and best practices to curate meaningful, immersive experiences.

Outcome

A clear roadmap to achieving your desired goals.



Talent Acquisition

Leverage our network and experience to help your organization find the most qualified candidates.

Talent Acquisition Services:

- Quickly learn your organization's culture and needs
- Develop a clear position description
- Execute a comprehensive search
- Find the most qualified candidate
- Navigate the hiring process
- Ensure an extraordinary fit

Individual Job Search Support:

- Executive level polishing
- Cover letter editing and resume review
- Identifying skill sets for those in job transition

Select Clients





TaylorMade Experience takes on huge responsibility and delivers great results - on time, within budget and of great quality. We have worked with TME for the past 13 years on six annual events producing extraordinary experiences for our guests and our organization.

Lynn Delaney

Executive Director, Robert F. Kennedy Human Rights

Working with TaylorMade Experience was easy, fun and inspiring! They are able to understand our needs as the client, and lead the process accordingly, presenting new and creative ideas for professional events, with all of the details already accounted for. During the pandemic, events and event planners had to either pivot or cancel, and with TME's help, we were able to pivot, and we ended up hosting a fun and innovative event that brought our people together in a time when it was most needed. The event team was upbeat and excited, prepared and also able to switch gears spontaneously, and importantly, they were the experts on the technology. We are looking forward to our next event partnering with TME!

Emily Freije

**Assistant to the CEO,
Sands Capital**

Laura Stewart

**Office Manager,
Sands Capital**





“ Having worked in settings that do not rely upon professional event management companies like yours, I am so grateful to do so now. Yet, I must admit feeling a little guilty reaping the rewards of looking so professional and polished, when so much of it was TME’s master-craft behind the scenes.

Elan Burman
**Director of Philanthropy & Donor Relations
for Post-Acute Care Services,
Adventist HealthCare**



TME

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www.TaylorMadeExperience.com