

Our Expertise

With a versatile portfolio, ShePlans Co has successfully coordinated events for prominent entities such as Netflix, Disney, Kidney Cancer Association, Focuspath, EventPoint, and Elite Innovative Solutions. We excel in organizing a wide range of events, including:

- **Incentive Trips:** Rewarding employees and partners with memorable experiences that motivate and inspire.
- **Board Meetings:** Ensuring seamless execution of high-level corporate meetings with a focus on confidentiality and precision.
- **Sales Kick-Offs (SKOs):** Creating dynamic environments to energize sales teams and align goals.
- **ACCME-Compliant Conferences:** Managing medical and healthcare conferences with strict adherence to compliance standards.
- **Expos and Trade Shows:** Facilitating large-scale exhibitions that connect businesses with their target audiences.
- **Product Showcases and Demos:** Highlighting new products through engaging and interactive presentations.
- **Non-Profits:** Providing tailored event solutions that meet the unique needs and objectives of non-profit organizations.
- **Membership Organizations:** Creating impactful events that engage and benefit members.
- **Government Entities:** Delivering professional and seamless event experiences for governmental organizations.

Our Success

Proven Success with Major Clients

Kidney Cancer Association (KCA)

We lead comprehensive event strategies, manage ACCME-compliant conferences, and execute hybrid and virtual meetings. Our role involves overseeing all aspects of the event from conception to completion including, contracting, logistics, speaker management, production and budget alignment with ROI goals.

Green Initiative Drive Expo for Disney and Netflix:

Through CleanTech, Disney's Green Initiative, we led registration and managed comprehensive event logistics for this high-profile expo, focusing on sustainability and green initiatives. Our role included coordinating with key stakeholders, implementing eco-friendly practices, and ensuring a seamless experience for both Disney and Netflix participants.

International Association for the Study of Lung Cancer (IASLC)

We have coordinated global conferences for up to 7,000 attendees, managing everything from A/V coordination and registration setup to housing, F&B arrangements, and travel logistics. Our experience with IASLC underscores our ability to deliver live, digital, and hybrid programs that meet the highest standards.

Valdosta-Lowndes Chamber of Commerce

We executed major events such as the Business Expo and Awards Dinner, managing relationships with media partners, supervising volunteers, and driving sponsorships and sales.

The Association of RV Parks and Campgrounds:

We ran logistics for a 125 booth expo and several concurrent membership meetings, plus a 2-track general session. Our responsibilities included managing sponsor assets, speaker contracts, registration, and inventory management, as well as coordinating all F&B arrangements and vendor invoice reconciliation.

Our Experience

Education & Certifications

Our team holds a Masters of Business Administration (MBA), a Masters in Project Management and several industry certifications, including:

- Certified Meetings Professional (CMP)
- Certified Project Management Professional (PMP)
- Certified Scrum Master (CSM)
- MPI Certification: Healthcare Meeting Compliance Certificate (HMCC)
- MPI Certification: Contract & Negotiation Specialist
- MPI Certification: Meetings & Event Strategy
- MPI Certification: AI Enhanced Professional

Awards

Our excellence in the field has been recognized through multiple awards, such as the:

- 2023 Smart Women in Meetings of the Year Award
- 2022 Smart Meetings Meeting Professional of the Year
- 2022 MPIRMC President's Award of Excellence.
- 2022 MPIRMC Rising Star Award

Volunteerism & Professional Engagement

We are actively involved in industry organizations and advisory boards, including

- Committee Member, Global Meetings Industry Day -Denver Celebration Day
- Advisor, Destination Colorado Planner Advisory Board
- Advisor, Travel Trade Advisory Board
- Committee Member, SouthShore Social Committee
- Executive Board Member, Meetings Professional International Rocky Mountain Chapter (MPIRMC) Board of Directors