



FOR IMMEDIATE RELEASE
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**MARGARET LAUNZEL-PENNES AND JENNA LINNEKENS
LAUNCH TOTAL BRAND EXPERIENCE, LLC**

LOS ANGELES, APRIL 15 – EXTRAORDINARY EVENTS’ FORMER CEO, MARGARET LAUNZEL-PENNES AND FORMER VICE PRESIDENT OF CLIENT STRATEGY, JENNA LINNEKENS HAVE PARTNERED TOGETHER TO FORM TOTAL BRAND EXPERIENCE, LLC (“TBX”), A CREATIVE EVENT AND EXPERIENTIAL AGENCY FOCUSED ON DIVERSE LIVE AND VIRTUAL EVENTS.

EXTRAORDINARY EVENTS DISCONTINUED ALL OPERATIONS IN MID MARCH AMID COVID-19’S DEVASTATING IMPACT ON THE EVENTS INDUSTRY.

“IT WAS A DEFINING MOMENT,” SAYS LAUNZEL-PENNES. “JENNA AND I HAD EVENTS IN THE WORKS THAT WERE PLANNED FOR LONG PAST SPRING OF 2020 SO WE DECIDED TO CREATE AN ENTITY TO SUPPORT THAT WORK AND ALSO CONTINUE TO DO WHAT WE DO BEST IN A FRESH WAY.”

LAUNZEL-PENNES HAS MORE THAN 30 YEARS OF EXPERIENCE ON BOTH THE CORPORATE AND AGENCY SIDES OF THE BUSINESS AND SERVED AS VICE PRESIDENT OF GLOBAL EVENTS FOR HERBALIFE AND CABI, SVP OF EVENTS & OPERATIONS AT PTTOW! AND WORLDZ, AND GENERAL MANAGER AND GROUP VP FOR PGI AMONG OTHERS.

LINNEKENS HAS MORE THAN TWO DECADES OF BOTH U.S. AND INTERNATIONAL EXPERIENTIAL EVENTS, BRAND MARKETING, AND ENGAGEMENT EXPERIENCE. DURING HER TIME AT EE, SHE LED SALES AND MARKETING EFFORTS FOR HIGH PROFILE BRANDS IN A WIDE RANGE OF INDUSTRIES.

LINNEKENS SHARES, “WE HAVE A STRATEGIC PLAN, TECHNOLOGY AT OUR FINGERTIPS, EXTENSIVE PRODUCTION RESOURCES AND PARTNERSHIPS, AND MOST IMPORTANTLY, THE VISION AND EXPERIENCE TO EMBRACE THE FUTURE OF OUR INDUSTRY AND THAT

OF OUR CLIENTS. THE BEAUTY OF IT IS WE ARE NIMBLE, TRANSPARENT AND REALLY TALENTED -- AND IN THE POST-COVID CLIMATE, THESE TRAITS WILL BE CRITICAL TO COMPANIES NEEDING TO QUICKLY RE-DEPLOY.

TBX'S POSITIONING IS THE SIMPLE PREMISE THAT IT DEFINES, DEVELOPS, DESIGNS, AND DELIVERS EVENTS AND EXPERIENCES THAT AMPLIFY BRANDS AND BRING THEM TO LIFE. "WE ARE VERY DIFFERENT THAN OTHER AGENCIES OUT THERE," STATED LAUNZEL-PENNES. "THERE IS NOT A SINGLE TYPE OF EVENT THAT ONE OF US HAS NOT DEVELOPED, MANAGED, OR PRODUCED, OUR CORE TEAM SHARES MORE THAN 100 YEARS OF DIRECT AND RELEVANT EXPERIENCE THAT WE ARE VERY WELL POSITIONED TO TAP INTO."

THE TEAM WHICH IS JOINED BY ANDREA KINNEY, EVENT INDUSTRY VETERAN AND VICKI FRIEDMAN, FORMER ACCOUNT EXECUTIVE FOR EE BOASTS A VERY DIVERSE REPERTOIRE.

TBX SUPPORTS BRANDS, CORPORATIONS, AND ASSOCIATIONS IN THE DEVELOPMENT AND EXECUTION OF EVENTS INCLUDING BRAND EXPERIENCES (BRAND ACTIVATIONS, POP-UPS, GRAND OPENINGS, PRODUCT LAUNCHES); COMPELLING ENGAGEMENTS (PRESS EVENTS, SOCIAL MEDIA EVENTS, CONFERENCE & TRADESHOW MANAGEMENT, CORPORATE EVENTS AND MEETINGS, VIRTUAL EVENTS), SPECIAL EVENTS (CORPORATE CELEBRATIONS, RED CARPET EVENTS, CUSTOMER APPRECIATION EVENTS, INCENTIVE EXPERIENCES, AND AWARDS), AND CONTEXTUAL ENVIRONMENTS (GENERAL SESSION DESIGN & PRODUCTION, BOOTH ACTIVATIONS, IMMERSIVE CONTENT EXPERIENCES).

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