



3019 Merle Hay Road
Des Moines, Iowa 50310
515-974-9160
kourtney@privacyllc.net

The best at organization and professionalism! You won't know how good your event can be until Kourtney is running the show! Every Privacy event I have attended has been top notch. I highly recommend this company for any type of event. -- Chalise Shahrazad

GROWTH WORK

★ Iowa Juneteenth Observance

Project Objective: Develop, manage and execute a master event logistical plan and timeline for up to 10 events. Assign/delegate tasks to committee members, volunteer teams, vendors, and sponsors. Evaluate, analyze and report results for the event.

Area Of Expertise (per TPR Overview): Content Development, Strategic Marketing, Search Engine Optimization (SEO), E-Mail Marketing, Video Marketing, Web Analytics, Conversion Rate Optimization (CRO), Website Development, E-commerce Development, Social Media

Marketing Hours: 710 hours +

Methods: (1) *Objective Setting* - Finding the purpose of each event and the goal. (2) *Budget* - Understanding expected cost for all components of each event including but not limited to venues, entertainment, decorations, and catering. (3) *Risk Assessment* - Identify potential risks and develop strategy plans that include but are not limited to security, health and wellness, or weather. (4) *Agenda and Scheduling* - Develop a detailed timeline and program for events that outline activities, entertainment, and speeches from start to finish. (5) *Ticketing and Registration* - Creating documents and systems for attendees to register and purchase tickets. (6) *Staffing and Volunteers* - Determine the set amount of staff and volunteers required per event. Establish their roles, duties, responsibilities, and ensure they are trained properly. (7) *Marketing and Promotion* - Develop strategies to advertise and promote each event through different channels including but not limited to social media, email marketing, and word of mouth. (8) *Technology Integration* - Create a website that is engaging to attendees and easy to navigate. (9) *Venue Selection* - Find and secure a suitable venue for each event. Factors considered included size, type, location, capacity, accessibility, and cost. (10) *Date and Timing* - Choose appropriate date and time for events that do not conflict with other major events that will have an effect on the majority of the attendees or find a collaborative advantage with partners. (11) *Supplier Coordination* - Research and select suppliers for various services for each event including but not limited to catering, decorations, equipment, and audiovisual. (12) *Document and Reporting* - Maintain confidentiality of all records. Record all aspects of events including but not limited to expenses and contracts.

Outcome: (1) *Attendance* - An overall increase in attendees in every event by 30-40% from previous year. (2) *Feedback* - Surveys and word of mouth from sponsors, attendees, vendors,



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Kourtney is a top notch lady that loves to support and provide an amazing platform for other entrepreneurs in her area. She is very professional and I appreciate any chance I get to work with her! Keep it up! - - Vyna Gene

GROWTH WORK CONTINUED...

entertainers, speakers, and suppliers provided that events were well organized and information was clearly defined. (3) *Financial Outcomes* - A \$100k increase in funding and a 50% growth in sponsorship. (4) *Engagement* - An increase of traffic with all social media platforms over 150% and website views of 200%. (5) *Learning and Objectives* - Education on the cultural effects of the holiday spread throughout Iowa. An increase of 5 counties gained recognition efforts to begin annual celebrations. (6) *Press and Media Coverage* - A boost in coverage seen in news interviews, articles, and mentions.

Budget: Yes. Additional sponsorships still were coming in after the events were completed.

Completion Date: Yes



LadyLike Empowerment

Project Objective: To effectively manage and streamline vendor-related operations by ensuring timely coordination, adherence to agreed-upon terms, and fostering strong vendor relationships, ultimately supporting the company's operational efficiency and strategic goals.

Area Of Expertise (per TPR Overview): Strategic Marketing, E-Mail Marketing, Video Marketing, E-commerce Development, Social Media Marketing

Hours: 90 Hours

Methods: (1) Vendor Onboarding - Establish a structured process for integrating new vendors and staying in communication with past vendors. Duties include but are not limited to collecting necessary paperwork, understanding the scope of services and products, and setting expectations. (2) Communication Channels - Establishing clear lines of communication for queries, concerns, and updates. This could involve periodic calls, emails, or meetings. (3) Vendor Database Management - Maintaining an updated database of vendor details, including contact information and services and/or products provided. (4) Contract Management - Ensuring all agreements with vendors are documented, current, and in compliance with both parties' terms. (5) Scheduling and Timing - Coordinating set up and tear down schedules that align with event schedule. (6) Dispute Resolution - Establishing a method for resolving any disagreements or misunderstandings that arise throughout the time preparing for the event till seven days past event completion date. (7) Feedback Loop - Creating a process to collect feedback from internal teams about vendor performance, then communicating this feedback to vendors for continuous improvement. (8) Training and



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I have had nothing short of an amazing experience every time I work with members from the Privacy, LLC organization Team! They keep me well informed on upcoming events going on, always offer immediate assistance when it comes to being a host or coordinator at an event I am working. Very efficient and informative and I look forward to doing business in the upcoming future!! - Toffara Newman

GROWTH WORK CONTINUED...

Development - Provide training sessions for vendors to familiarize them with the company's processes, systems, or expectations. Also providing training sessions on vendor set up and business marketing.

Outcome: (1) Efficient Vendor Management - The organization has an updated and well-maintained list of vendors, and the onboarding and offboarding processes are smooth and efficient. There is a decrease in vendor-related issues or complaints. (2) Improved Vendor Relationships - Strong, positive relationships are established and maintained with vendors, leading to better communication, trust, and collaboration. (3) Timely Project Completion - Set up and tear down completed on schedule, with fewer delays attributable to vendor-related issues. (4) Positive Attendee Feedback - Event attendees express satisfaction with the vendor services and products showcased. The structure process, indicating that service and products requested were met efficiently and any concerns are promptly addressed.

Budget: Yes

Completion Date: Yes

★ Jewels Academy

Project Objective: To organize a successful fundraising event aimed at raising \$50k to support STEM (Science, Technology, Engineering, and Mathematics) programs and initiatives for young underrepresented women students in 4th - 12th grade. The event will not only secure the necessary funds but also enhance awareness about the importance of STEM education and inspire community engagement and partnership.

Area Of Expertise (per TPR Overview): Content Development, Strategic Marketing, Search Engine Optimization (SEO), eMail Marketing, Video Marketing, Web Analytics, Conversion Rate Optimization (CRO), Social Media Marketing

Methods: (1) *Sponsorships* - Partner with businesses or individuals who sponsor the event in exchange for branding opportunities or other benefits. Different sponsorship levels can be offered, each with its own set of perks. (2) *Peer-to-Peer Fundraising* - Encourage supporters to raise funds on behalf of the non-profit. They can create personal fundraising pages, share their personal connection to the cause, and leverage their networks to generate donations.

Outcome: (1) *Increased Awareness* - Elevating the profile of the cause, leading to a broader



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I have nothing but great things to say about this business I have dealt with them with a big event and it was amazing and it ran smoothly. I have also purchased products from them a few times and they are wonderful. I will be purchasing more!! - - Brandy Hall

GROWTH WORK

understanding and support from the community. (2) Community Engagement - Building stronger ties and connections within the community, fostering collaboration and unity. (3) Long-term Donors - Converting one-time supporters into consistent donors or sponsors, ensuring a steady flow of resources in the future. (4) Positive Media Coverage - Gaining media attention that portrays the fundraiser and the associated cause in a positive light, reaching a wider audience. (5) New Partnerships - Forming alliances or partnerships with businesses, individuals, or other organizations that can offer further support.

Budget: Yes

Completion Date: Yes