



J. ROBINSON
SIGNATURE EVENTS

EVENT PLANNING & MANAGEMENT SERVICES

FOR CORPORATE, GOVERNMENT & NON-PROFIT CLIENTS

240.296.0941

JROBINSONEVENTS.COM

INFO@JROBINSONEVENTS.COM

Serving the DC Metro Area and beyond for over 20 years!



Hello there!

Thank you for considering **J. Robinson Signature Events** to navigate you through the process of planning a memorable event for your organization! With nearly 30 years of experience and designations of a coveted Master Planner and Certified Government Meeting Professional, you will surely be in great hands with our team!

Our company focuses on what the client needs and how we elevate the overall experience for your organization and guests. I pride myself on a high level of attention to detail, great customer service, and our relationship with distinguished professionals in the industry to service your event. We are prioritize creating a logistics plan that is sound, clear, and ensures guest safety. Our ultimate goal is for your to leave your event knowing that you made the right decision in hiring us!

We sincerely hope that the information provided in this guide will lead you to book your event with us. However, should you have concerns or questions we are here to assist and look forward to welcoming you to our planning family!

Jessica

Master Planner & Certified Government Meeting Professional



ABOUT US



WHO WE ARE?

J. Robinson Signature Events (JRSE) , a subsidiary of J. Robinson Enterprises, has serviced the Washington, DC Metro Area and beyond since 2002. We have a proven track record within the event planning industry for nearly 30 years. We are a proud:

- Leading industry professional management company
- SAM.gov approved business
- 100% Women-owned business
- 100% Minority-owned business

WHAT WE DO?

We currently offer a wide range of full-service meeting & event planning services to our clientele. These services include everything from logistics planning and on-site support services, to vendor management and off-site event planning.

We pride ourselves on our attention to detail and the care that we put into servicing our hosts and guest. We are confident that our experience and customer satisfaction will meet the needs of your next event.

WHO WE SERVICE?

- Corporate Clients
- Government Agencies
- Non-Profit Organizations
- Other Industry Professionals
- Destination Management Companies

MEMBERSHIP AFFILIATION

- Destination DC Tourism
- Society of Government Meeting Professionals
- Independent Planners of Greater Washington

1 OF 57

WORLDWIDE MASTER PLANNERS

To achieve this honor all Masters have had to be continuously educated, educate others, volunteer in their community and in the industry then sit before a jury of their peers to be judged and a unanimous decision must be made.

MEET YOUR LEAD EVENT PROFESSIONAL

Jessica A. Robinson

**Certified Government Meeting Professional &
Retired Master Wedding Planner**



Jessica is blessed to have shared her knowledge of events with the world through various media outlets such as radio and newsprint. She has also been featured in several articles and continues to be a requested speaker for various industry education events. Jessica has been the recipient of many awards and scholarships as a result of her hard work and dedication to the industry.

Jessica continues to demonstrate a spirit of determination and excellence, making her a leader in the events industry. She accredits none of her success to her being. She accepts that her gifts and knowledge are a responsibility to be shared with the world!

Career Highlights

- Certified Government Meeting Planner (CGMP)
- Master Wedding Planners (MWP) - 1 of 57 globally
- Certificate, Management & Supervision (PGCC)
- Meeting & Logistics Chair, ABC Maryland/DC Chapter
- Award Winning Event Designer
- Special Events Industry Leader, Mentor & Public Speaker
- Previous Federal Government employee & Conference Center Manager in "Big Law"
- Former Catering Director & Banquet Facility Manager
- Former Wedding Planner Adjunct Professor, College of Southern Maryland

"Jessica was wonderful!!! Very professional, timely and reliable. I could not have had a better person to be responsible for such an important event. She took the anxiety out of the planning. Her hands on approach reflected her personal touch and care. I just cannot find the words to really explain how pleased I was with her services and I will use her over and over again for special occasions. Not to mention the countless amount of referrals I will give."

-Thornette

Why Hire Us?

Allow us a moment to share the benefits of our services and why it will be a huge asset!

1 What You Need...

As you begin to navigate in what might be unfamiliar territory for you and your team, you need a trusted advisor with experience! With nearly 30 years in the industry, we've had our fair share of learning curves. We have managed events for Government officials, corporate executives, and attorneys for high-profile cases. We understand the logistics that contribute to producing a memorable event that can make or break a company's brand. We have invested in education and continue to attend industry events and conferences to sharpen our knowledge in the industry and add to the hands-on experience that is invaluable.

2 Why You Need It...

Your work is much more impactful when you and your team can collectively focus on what you do and your brand's influence without worrying about the details. Logistics such as where and how it will all come together are trivial when looking at the bigger picture.

3 How it Will Impact You...

When you are able to focus on the value of your content, you and your team can breathe a sigh of relief knowing that things are being handled. You have the confidence to look back and know that you've made a great decision to delegate such important tasks while still being involved in the decision-making process. Your team can be dedicated to the responsibilities they've been hired to do and not take them out of their comfort zone to perform a task they aren't necessarily familiar with.



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OUR CORE VALUES

JRSE is committed to providing professional, detailed and well-organized services for both past, present, and future clients and event professionals. Our goal is to provide premium meeting and event planning services and raise standards throughout the meetings industry based on some of the following core values:



GREAT SERVICE

We believe in providing a high level of customer service and accountable to our clients and vendors throughout every event. This includes communication, adhering to deadlines, and having our client's best interest at heart.



BEST TEAMWORK

Our vendor partner relationships allow us to provide the best service to our clients from start to finish. They trust us to make things stress free for them which allows them to truly shine as creatives.



SAVING MONEY

We work to provide cost saving strategies for our clients to maximize their budget, without compromising an elevated guest experience.



RELIABILITY

Our clients can depend on us as a reliable source during the planning process and on event day to ensure that all goes as planned (within our control).

How Pricing Works

Pricing for all meeting & event planning services is custom and based on several factors. Here are a few things considered to determine the starting investment for your project:

Scope of Work

1

The SOW is detailed scope of tasks and hours needed to complete a project. This can include:

- How involve the stakeholders need us to be
- The number of logistic areas that need to be coordinated (planning, design, budget, registration, etc.)
- The amount of supporting vendor partners needed
- The number of staff members needed

Once a discovery intake call is complete, we can better estimate the number of preliminary hours and staff members required to effectively plan the proposed event.

Planning Window

2

The period between when services are booked and the event date is considered the planning window. Events booked with a shorter window of 3 - 6 months or less may incur a rush fee. This is due to the additional time needed to maneuver around our current events calendar and workload.

Seasons & Other Events

3

The difference of peak season and off-peak season plays a major part in pricing for events. It may require additional planning time to work around other events in the destination city, labor/union requirements or the amount of time need for our team to be away from the office.

How Our Onboarding Process Works

01 BOOK A DISCOVERY CALL

We will start our working relationship with a discovery call to discuss the history of your event and chat about the pain points that your business faces in planning the event.

02 SIGN THE CONTRACT

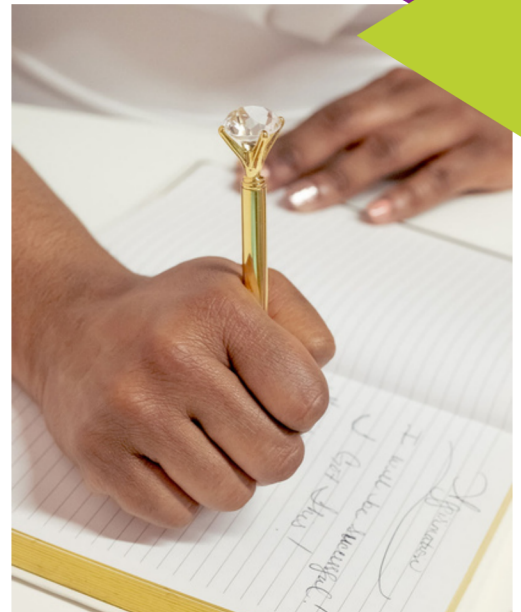
Once we have assessed the scope of work needed, a quote for services will be provided to be signed off on. Immediately following, the service contract will be available for signature as well.

03 PAY YOUR STARTING INVESTMENT

Once all service documents have been signed, our system will generate an invoice for payment. We currently accept ACH electronic debiting, credit cards or company checks (if needed) as a form of payment. A total of 50% will be required to start the project and secure services. Depending on the nature of the event, final payment will be due between 5 days prior to the event and 30 days post event.

04 RECEIVE YOUR ACCESS

Clients will then receive access to our client portal in which they can access all of their quotes, contracts and invoices for their records. We will also invite the members of your team to a centralized system to access pace reports, budgets and more as we manage the project.



COMMUNICATION

CONTACT DETAILS

+240.296.0941
info@jrobinsonevents.com
P.O. Box 7406
Largo, MD. 20792

OFFICE HOURS

M - Th 9:00am - 5:00pm EST
Fri 9:00am - 3:00pm EST
Sat & Sun Closed

WEBSITE

www.jrobinsonevents.com

SOCIAL MEDIA

Facebook & Instagram
@jrobinsonevents

MEETING & CONFERENCE PLANNING SERVICES





OUR SERVICES

Let's put the pieces of the puzzle together
for your next event!

BASE LOGISTICS SERVICES

Below are a list of base line services offered under our planning services:

✓ General Planning

- Complete a comprehensive intake process with the planning team to gather the necessary information about your meeting group & history
- Complete a needs assessment (SOW) of the project and the manpower needed to produce it successfully

✓ Venue Selection

- Prepare an Request for Proposal (RFP) to distribute to potential venues
- Conduct site visits of potential venues to determine if it meets quality standards and if it would be a good fit overall for the event
- Ensure compliance of the American's with Disabilities Act (ADA) and other technical barriers to include hearing and vision impaired accommodations
- Provide final venue recommendations to the client to make an informed decision

✓ Contract Negotiation

- Negotiate all needs surrounding meeting spaces, food & beverage, audio visual, sleeping room blocks, transportation and other concessions on behalf of the client to make sure they receive the best rate possible for the organization and attendees

✓ Logistics Planning

- Prepare the Scope of Work (SOW) statement to be distributed to the selected venue and servicing vendors once service contracts are signed
- Develop a cohesive and detailed plan to ensure that contracted services are executed as planned
- Confirm the timeline for the event is well planned to avoid risk scenarios
- Provide solutions to achieve success based on the overall meeting goals and overall sustainability



OUR SERVICES

Let's put the pieces of the puzzle together
for your next event!

EXECUTION SERVICES

Below are a list of execution services that are offered above our base services:

✓ Vendor Management

- Search and provide recommendations of potential service vendors needed to successfully complete the event
- Communicate the needs of the event and mediate contract negotiations
- Identify areas in which vendors could assist in elevating the guest experience

✓ Pre-Con Meeting

- Hold a pre-conference meeting with the host property and servicing vendors to conducting a final walk through of all meeting logistics
- Prepare final documentation to include the final rooming repost, event timeline and floor plans

✓ Execution

- Manage the hotel master account, rooming pick-up report and banquet event order to ensure accuracy for billing purposes
- Manage set-up and breakdown of all servicing vendors
- Ensure the event is in compliance of all "Right to Work" state labor laws
- Ensure set-up of all design elements (if applicable)
- Manage receipt of printing materials, registration swag bags, or promo items
- Manage and trade show needs (if applicable) and ensure proper set-up and flow

✓ Post-Con

- Conduct a post meeting conference with venue and all supporting vendors to review the overall feedback of the event and best practices for future events
- Reviewing all master account documents to include final rooming report and banquet event order to ensure accuracy before the final bill is distributed
- Compile final data and meeting history to use as a baseline for repeat events in the future

Additional Services



The following are selective services that clients can add on to base or execution services:

✓ Budget Management

- Develop and maintain a detailed budget of expenses based on estimated projections and final costs with a column for the difference between the two to identify where the project might be over or under budget
- A payment timeline to show a schedule for when vendors need to be paid
- Reconciling all final expenses post event to remain in good standing with servicing vendors

✓ Registration Management

- Manage oversight of the registration process
- Cross referencing attendee reports with rooming pick-up reports
- Oversight of registration desk set-up and event duties
- Training any staff members servicing the desk and assisting attendees

✓ Post Event Management

- Provide support in distributing post meeting surveys to gather feedback about the event
- Prepare "Thank You" messaging to speakers, guest and servicing vendors

✓ Off-Site Services

Plan and executing additional offsite elements such as:

- Receptions & Gala's
- Sightseeing Tours & Experiences
- Group Sporting Events
- Special VIP Concierge Services
- ... and more!

RECEPTION & GALA EVENTS



Reception & Gala Planning



With nearly 30 years in the industry and an award winning designer, we know a thing or two about putting together a great celebration. We would love the opportunity to do that for your organization!

Whether it's the opening night for your conference or a fundraising gala for sponsorship...we have you covered.

Our team is available to handle oversight of the following area's:

PLANNING ELEMENTS

- ✓ Venue selection
- ✓ Catering / Food & Beverage
- ✓ Florals & Design
- ✓ Event Rentals
- ✓ Lighting & AV
- ✓ Entertainment
- ✓ Specialty Vendors
- ✓ Stationery
- ✓ ... and more!

*Allow us to add just
the right amount of
elegance to
WOW
your guests!*

FAQ's

How soon after we book services will we start the planning process?

Immediately, pending our current planning calendar! Soon after you book, you will begin the onboarding process. This includes an onboarding guide for your review. While you gathering information from your previous event(s) (if available), we will begin searching for the perfect venue and drafting the initial budget if that service has been selected. Once we have narrowed down our venue selections, we will schedule our first planning meeting and begin touring venues.

How with the project be managed between our team and yours?

We prefer to manage projects to through a centralized hub, such as google drive, to make sure that your team has access to the most recent updates. We put together what we refer to as "pace reports" that allow all parties to see tasks, deadline and who responsible for completing the tasks. We would also include your most recent budget and vendors contracts in a share drive as well. However, if your team uses other types of project management software such as Basecamp, Asana, etc., we are more than happy to upload updates there if given access.

If you pay for budget management, how will it be managed?

As you make payments to contracted vendors, feel free to copy/forward them to us so that we can note them on your budget. We will collect this information and routinely update your numbers, allowing you to review what has been paid or remains. Your budget will also include a payment timeline to include a list of payments by each vendor. During our planning calls or by email, we will also remind you of upcoming vendor payments.

Let's Get Started!

Thank you for considering us to make your planning process an enjoyable one! We are highly confident that our expertise and experience will be just what you need to ensure a successful event.

Should you have any questions, don't hesitate to reach out to us. Thank you again and we look forward to working with you and your team!

SCHEDULE A CALL

(240) 296-0941

info@jrobinsonevents.com

LEARN MORE

jrobinsonevents.com

FB & IG: @jrobinsonevents

I personally would like to thank you for considering us. I sincerely hope that this guide has helped in making an informed decision to contract us for your next event.

I look forward to onboarding you soon with a heartfelt welcome!

Jessica



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