



DIGITAL
PORTFOLIO



LA'ZENDRA DANFORTH

— EVENT STRATEGIST —

WWW.LAZENDRADANFORTH.COM



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THANK YOU FOR CHOOSING MY SERVICES TO CURATE YOUR NEXT EVENT.

As your Event Strategist, My team and I are excited to turn your vision into reality.

Our goal is to not just organize your event, but create a strategic plan that will meet the needs and goals of your organization; and doing this with incredible designs.

Please see a sample list of our services. Each client proposal is custom designed based on the event's strategic needs.





ABOUT LA'ZENDRA

With over 20 years of event coordinating experience, La'Zendra has a deep love for the hospitality and event industry.

Her mission is to create organic and memorable experiences that embodies her signature touch.

— *La'Zendra Danforth*



SERVICES

Pre-Event Planning & Design

- Menu curation
- Creative concept + design
- Design registration process
- Determine audio-visual needs
- Secure necessary vendor(s)
- Design and or coordinate the creation of all branding and ancillary print materials.

Production & installation not included

Project Management

- Develop & manage a master event logistics plan
- Organize & perform tasks to support organization that meets all event requirements and objectives
- Budget management for expenses that coincides with event plan timelines
- Vendor relationship management

Logistics Planning

- General project management
 - Pre: During: Post Timeline
- Pre-production planning with organization team and venue
- Curate production schedule
- Accommodation & travel management
- Coordinate awards/VIP special gifts/thank-you notes
- Serves as Venue Liaison

On Site-Management

- Full on-site management
- Oversee on-site registration for attendees, speakers, VIPs, and sponsors
- Coordinate venue walk-thru, set-up/load out, production schedule, floor plans, and event break-down
- Coordinate staff and volunteer assignments for all event activities
- Coordinate and distribute gifts for speakers/VIPs
- Coordinate security as needed



OUR GOAL

Studio D is a full service event management agency that creates customized event experiences that are in alignment with your goals.

We believe in creating real connections that are transformational, not transactional.



TESTIMONIALS



TARA BLYTHE

Vice President, Talent, Strategy and Communications at Infotech

"LaZendra (Z) is a storyteller and artist whose medium is event planning."

Obi Chukwumah

Obi Chukwumah, Founder of Space & Equity

"She is the epitome of professionalism. She always executes events with a flawless grace."

Joseph Nicholson

Joseph Nicholson, Director of Creative Works and Lifelong Learning, University of Florida

"She definitely brings the "WOW" factor to each and every event and has a great sense of how to make each event unique."

Courtnie Nichols

Courtnie Nicholas, CEO of Travel Bash

"La'Zendra's eye for detail & design is like no other. She will inspire you to create the unimaginable."



STAY IN TOUCH

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