



# WHAT WE DO AND HOW WE DO IT

## CAPABILITIES DECK



# WHO WE ARE





# We do **OUR** job – so you can do **YOURS**.

8 Stratton Event Management is a Boston-based, global event management firm working with brands to tell their stories. Clients come to us when they are ready to engage new audiences, stand out in their industries, and build relationships that lead to the longevity of their businesses.

Our widespread experience in a variety of events and industries provides an all-around and dynamic perspective for our clients to ensure their events are personalized to their brand story and an efficient use of their budget.

Paired with our passion for people and events, our methodology reduces stress in the event planning process so our clients can elevate their marketing strategy.







## MEET KELLY

Kelly Soule, Owner and Principal Planner, has over 15 years of experience successfully managing complex events, hospitality and marketing programs. She began her career at Goldman Sachs, executing large-scale research conferences and client entertainment programs. After years working as a consultant for the Sundance Film Festival, US Open and NFL On Location, in 2018 she transformed her experience into 8 Stratton, a full-service event management firm in Corporate, Non-profit and Social industries.

Her love for events comes from a passion for people and a passion for logistics. Not only is every detail thoughtfully planned and executed, but she focuses on the complete guest experience and ensures every aspect of the event is a moment. With a loyal and dedicated team beside her, her long-standing client relationships have brought her and the firm continued success.

In addition to 8 Stratton Event Management, Kelly owns and operates Kelly Elizabeth Events, a boutique Wedding Planning firm. Kelly is originally from Westborough, MA but currently resides in Bourne, MA. In her spare time she enjoys traveling to new places and advocating for animal rescue.





WHERE WE THRIVE



1



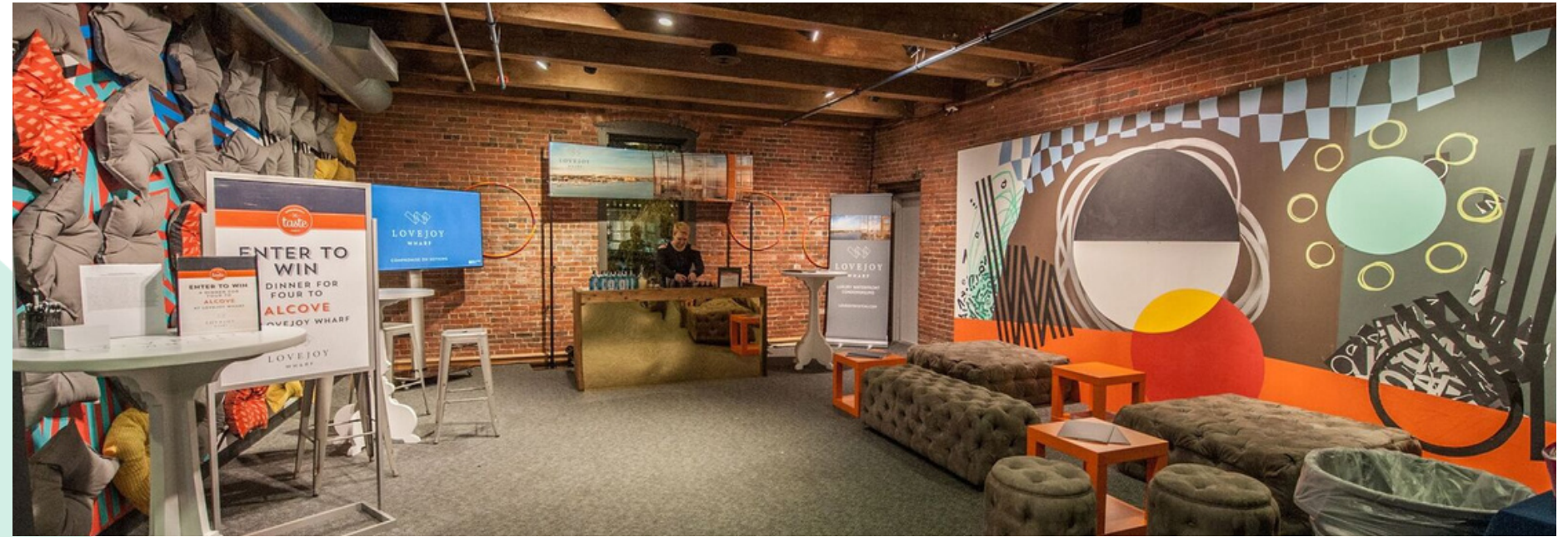
# CONFERENCES + MEETINGS

Multi-day conferences, meetings and summits hosting clients, vendors, partners or employees.



# BRAND ACTIVATIONS

Pop-ups, sponsorship activations, launches, promotional events, roadshows and more.



2





# GALAS + CELEBRATIONS

Fundraisers, award shows, receptions,  
parties and more.

3







4

# WORKSHOPS + RETREATS

Multi-day small group off-site gatherings for boards, sales teams, leadership and more.







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**THE BEST THING I DID  
FOR THIS EVENT WAS  
CALL KELLY.**

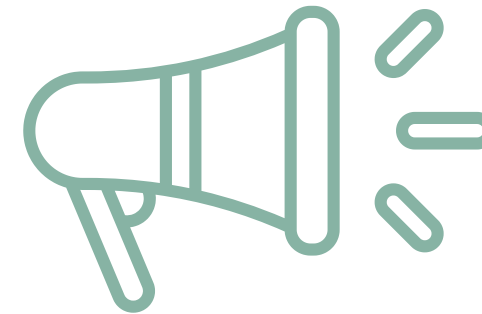
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DOUG WENNERS, PROSPERO HEALTHCARE





# HOW WE DO IT



## CONCEPTULIZATION

- STRATEGY
- DESIGN + CONCEPTION
- BUDGET PLANNING
- PROJECT TIMELINE PREPARATION

## PLANNING

- VENUE SELECTION
- VENDOR CONTRACTING
- MATERIALS SOURCING + FABRICATION
- GUEST PLANNING + MANAGEMENT
- BRANDING + MARKETING

## EXECUTION

- LOAD IN / LOAD OUT
- SHOW PRODUCTION
- REGISTRATION / CHECK-IN MANAGEMENT
- GUEST RELATIONS
- VENDOR MANAGEMENT

## DEBRIEF

- BUDGET RECONCILIATION
- LESSONS LEARNED
- EVENT SURVEYS



# JOIN THE CLUB

In our partnerships, we operate as an extension of our client's in-house team. We build efficient processes that work seamlessly into their existing corporate ecosystem allowing a streamlined planning process.

We are lucky to have longstanding clients that have developed into friendships. A sampling of current clients is below. We are happy to make introductions upon request so you can learn about their experience firsthand.







LET'S PLAN!

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