

Plus: The Top 100 Events in the United States and Canada

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THE
Holiday
ISSUE

What will your company party look like this year?





Attendees took part in intimate "tent talks," where speakers like Colin Cowie hosted small groups for informal discussions over a picnic lunch inside tents provided by Shelter Company.



Attendees received wood-grain-inspired notebooks, complete with pencils decorated as arrows.



Gifts for the Good Life created different "care packages" with survival supplies, including hangover relief for late nights, candies, games, snacks, and energy bars.

Pitch Camp

The Engage Summit, a conference for luxury-wedding professionals, offered plenty of gift, catering, and decor concepts for outdoorsy-theme events.

Just in time for the height of the summer season, Engage14, the luxury-wedding business summit, offered up some charming camp ideas suitable for outdoor parties.

"Over the years, many of our speakers and attendees have joked that Engage is like summer camp for the luxury-wedding industry," said event organizer Rebecca Grinnals of consulting firm Engaging Concepts. Inspired by the log cabin location at the Ritz-Carlton, Bachelor Gulch on Beaver Creek Mountain in Colorado, Grinnals and her business partner, Kathryn Arce, decided to embrace that vibe for the conference, which took place June 1 to 4.

They worked with design team partners—Heather Arak-Kanofsky, Nathan Kanofsky, and Susan Turnock of Gifts for the Good Life—and in-house graphic designer Trisha Hay to set the tone for the

nature-theme event, with branding and gifts in shades of pink, brown, and copper.

Engage14 Wedding Summit

Audiovisual Production, Lighting PSAV
Presentation Services

Branding, Design Trisha Hay Design

Branding, Gifts Gifts for the Good Life

Decor DesignWorks by Dave & Mike, Pink Monkey Solutions

Design, Planning Bella Event Design & Planning

Entertainment Elan Artists, West Coast Music

Flowers Bloom Flower Shop

Itineraries & Agendas Design, Name Tag Design, Printing Two Paperdolls

Linens Nuage Designs Inc.
Tents Shelter Company
Venue The Ritz-Carlton, Bachelor Gulch
Video I Do Films



Guests entered the welcome party, held on the ice rink at Beaver Creek Village, through a lush floral arch, accented with antlers, by Bloom Flower Shop.



The speaker stage featured a woodsy curtain backdrop, leather seating, and a pop of hot pink flowers.



Guests noshed on fare from the Ritz-Carlton, Bachelor Gulch, including local cheeses and charcuterie, assorted jerky, fruit-infused waters, and an assortment of dips and fresh vegetables. The snacks were presented in covered wagons created by DesignWorks.



At registration, attendees were encouraged to pick their favorite pins, designed by Gifts for the Good Life, to add to their gift bags or to wear during the event.



Pink Monkey Solutions created the luxe mountain look for the opening-night party.

Mike Roffino and Dave Squires of Denver-based DesignWorks Events created custom decor elements using reclaimed wood, leather, and trees. Vanessa Kreckel of Two Paper Dolls designed name tags and itineraries in laser-cut wood. Antler chandeliers decorated the welcome party, which was hosted by the Beaver Creek Resort Company.

The 300 guests, including visitors from Singapore and Australia, attended daily speaker and panel sessions with industry experts, such as chef Wolfgang Puck and planner Colin Cowie, along with networking activities and parties.

—Michele Lausik

[Disclosure: BizBash C.E.O. and founder David Adler was also a speaker at the conference.]

PHOTOS: SOPHIA NEGROM/PHOTOGRAPHY (TENT TALKS); COVERED WAGONS, REGISTRATION AREA, CARLITEN EVOK (L, OVALA); K. PINKS; LAURA DECAIO/FIELD NOTES; JOHN GAIN/SARKENTENGAGE (ALL OTHERS)