

# EVENT RESOURCES

Worry Free Events

Hartford's #1 Meeting and Event Planners  
Hartford Business Journal

Event News November 2015



Forward to a Friend



The recent "MIRACLES" event is the largest black tie event in Connecticut, with over 1400 attendees and a beautiful setting at the Connecticut Convention Center. The event raised more than \$1.1 million for initiatives at the Curtis D. Robinson Center for Health Equity at St. Francis Hospital and Medical Center. [Watch](#) our time lapse that shows the entire event, from setup, rehearsal and through the rest of the evening.



## The Marketing Savvy Behind Outrageously Profitable Silent Non-Profit Auctions

Tips From Auction Expert [Sherry Truhlar](#)

Recently Event Resources hosted a webinar viewing of "The Marketing Savvy Behind Outrageously Profitable Silent Nonprofit Auctions."

Silent auctions are terrific ways to generate revenue and are a staple for non-profit organizations. Because they are "silent" though, your marketing savvy comes into play to get the most money for an item without a live sales pitch. However, once you know the basic science behind silent auctions, you'll start to see an increase in bidding, and ultimately, more revenue.

Here are a few of her great tips to make your next auction the best ever.

[Read More](#)

## Ask the Expert

### Why is there such a concern if I use my own laptop for the PowerPoint presentation?

Using your own laptop for a PPT presentation is perfectly fine, [if there is complete compatibility between the laptop and the video gear](#). However, there are three instances where incompatibility can occur.

Find out how to avoid a PPT presentation disaster!

[Read More](#)

## Fan of the Month



"Event Resources helped make our Grand Re-Opening a success. Their crew was able to seamlessly and professionally set-up and operate our event, which is what I've come to expect when working with them."

*Andrew Pond  
Audio/Video Technician  
Wadsworth Atheneum Museum of Art*

## Free Download



The right room layout is critical to any successful event. [Download the free guide!](#)

## Event -U-Cation

[CT Association of Non Profits 13th Annual Conference](#)  
Wednesday, November 18, 2015  
Connecticut Convention Center

American Marketing Association – CT  
[Excavate Your Inner Champion](#)  
Thursday, November 19, 2015  
6:00 pm – 7:30 pm  
Foodshare, Bloomfield

## Check out our new website!



Get some new event ideas from our new website, featuring lots of [event photo galleries](#). We combed through thousands of photos to bring you examples of local events to pique your creativity.



## Welcome Beth and Jordan!

We're pleased to introduce you to two new members of our team:

Beth Patrick, Production Manager, and Jordan Howard, Event/Audio-Visual Technician.

Both have recently joined Event Resources and we're thrilled to have them on board.



Elizabeth ("Beth") Patrick has been immersed in the theatrical and events world for her entire career. After receiving a dual B.S. in Modern Dance and Technical Theatre from SUNY Brockport, she went on to graduate studies in Lighting Design at UConn. Her first internship transformed into a Production Stage Manager position at [Pilobolus](#) Dance Theater, an acclaimed modern dance company where she toured nationally and internationally. Bringing the show around the globe for several years brought new perspectives in producing events, and a promotion to Director of Production. As Director of Production her responsibilities included

building new shows from the ground up while incorporating the artistic direction on stage. Beth then joined Cedar Lake Contemporary Ballet as Company Manager where she handled all the touring and company logistics before being promoted to Events Manager. This opportunity allowed her to stop touring and manage the rental of the [Cedar Lake facility](#). Needless to say, Beth has experience in all areas of event production, from performance to a great deal of knowledge and expertise in technical stage production. Beth has hit the ground running during our busy season on a variety of events of all sizes. When not producing events, Beth and her husband Dorian volunteer for a local dog rescue group and are students of Muay Thia Kickboxing and Taekwondo.



Jordan's dream as a child was to be a video game audio designer. Although that didn't exactly come to fruition, his ambition was definitely aimed in the right direction. Originally from Maryland, Jordan attended the University of Hartford, earning a Bachelor of Science degree in Audio Engineering Technology. At the same time, he pursued an Associates of Science degree in Electronics Engineering Technology. This focus was not too far from his childhood dream, and the perfect combination of knowledge for his position at Event Resources as an Event/Audio-Visual Technician.

When he came to Event Resources as a part-time team member this past year, his skills were invaluable on such important events as EnvisionFest, Mitchells Pink Aid, Macy's in-store events, CBIA conferences and many others.



## Learning from "The Master"

Six Key Things Disney Does to Create A Successful Event

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There's no disputing that Disney has a mastery of events. Recently Disney held an expo and Timothy Schneider, editor of Association News, gleaned six insights on how they create outstanding events. See how many you can incorporate into your events.

[Read More](#)



## Is This the World's Most Unusual Auction Item?

Non-Profit Eschews Silent and Live Auctions in Favor of a More Unique Way to Raise Funds

The Tenderloin Neighborhood Development Corporation in San Francisco hosted a unique fund-raiser. Dubbed the "Celebrity Pool Toss", guests bid on tossing local celebrities and business leaders into the pool at the Phoenix Hotel. The highest bid was \$45,000. Overall, the superhero-themed function raised \$355,000 to serve San Francisco's lowest income neighborhood.

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Worry Free Events



Creating widely satisfied clients and worry-free events. That's been our mission since 1989 and what sets us apart today. Large and small organizations have turned to us for behind the scenes planning, coordination and onsite execution of over 12,000 corporate, educational, retail and government events.

Get a [free evaluation](#) of your next event and see how it can rise to the next level!