







ISES EVENTWORLD 2011

CORPORATE DESIGN
TRENDS

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COMPANY PROFILE
AND DESIGN TRENDS

SALLY WEBB, CSEP
CEO: The Special Event Company
E: sally@specialeventco.com



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COMPANY PROFILE
AND DESIGN TRENDS

DEBRA ROTH
President: Pink powered by Moss Inc.
E: droth@mossinc.com



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COMPANY PROFILE
AND DESIGN TRENDS

RICHARD FOULKES
Director: Imagination Ltd.



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WORKING
WITH CORPORATIONS

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COMMUNICATING INTERNALLY
PLANNING TOOLS

Defining Corporate Goals and Objectives
Procedural Guides
Staff Handbooks
Reporting and Debriefs
Budgeting and Finance

SALLY WEBB, CSEP

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COMMUNICATING
WITH VENDORS

DEBRA ROTH

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COMMUNICATING WITH
CURRENT
AND POTENTIAL CLIENTS

RICHARD FOULKES

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DISCUSSION

HAS THE NEW ECONOMY REDEFINED
HOW YOU DO BUSINESS WITH
CORPORATIONS?
