



Corporate Capabilities

About Reid Rodell

In 2014 Charlotte Reid Design & Events and Flare Events, LLC merged companies to form Reid Rodell (hereafter RR). RR has planned and supported conferences/events ranging from 5 to 5,000 participants—in 48 States, the District of Columbia, 30 countries, and 6 continents. Being experienced logistics, assistance, and planning support professionals, we are lifelong students of the meetings and hospitality industry. RR values and practices continuing education and has mastered these service areas by understanding the needs and perspectives of our counterparts in the industry. We expand our knowledge by participating in webinars, professional association meetings, workshops, tradeshow, blogs, in-person and online networking events, and other activities.

RR maximize's quality and cost effectiveness by optimizing our network of contacts to offer more options for overall savings. RR has not only global contacts, but local contacts within the DC area being that the company is based in Washington, DC. In the past, RR has planned high profile birthday's, weddings, launch parties, dinners and events. In addition, RR has planned awards receptions for 1,500 people for HRSA, provided support with THE RAMMYS for the past 3 years (2,000+ people), managed/executed fundraisers for various non-profit groups, and oversaw numerous events around the globe. RR has planned meetings/conferences, trade shows, exhibits, weddings, fundraisers, birthday party celebrations, launch parties all over the globe.

Description of Services

RR is an event planning team comprised of experts across a broad range of specialties, making us your one-stop solution for all your events or conference needs. Whether you need assistance with conducting an awards ceremony, golf tournament, planning a wedding, conducting a teambuilding exercise, networking, conference, social gathering, or needing ground transportation let the creative and logistical minds behind RR create an experience you'll never forget. Our events are completely customized, reflecting the brand personality of each client. Whether we act for a family, a product, a company or a cause, our work embraces experiences that integrate innovative design with the finest in wine and cocktails, dining, music, entertainment and—most important of all—that intangible element of surprise. Masterfully curating each detail, RR creates high-energy events that are brilliantly orchestrated from beginning to end.

RR offers a gamut of services to give your event the full attention it deserves. Not only will your experience with us be the most comprehensive possible, but all of our solutions are custom-designed – from budgeting to tour packages to social media strategies, RR is your perfect fit. We tailor our services to fit your special occasion. We are experts in

planning and executing the most important events in people's lives, including corporate events, weddings, marriage proposals, anniversary celebrations, milestone birthday parties and bar/bat mitzvahs. No matter what the size of your guest list, we can create a customized package that fits your budget, meets your needs and exceeds your expectations. From day-of management to full-service planning, we will ensure that all the details are executed perfectly so you can enjoy your event and leave your guests talking about it for years to come. Imagine walking into a venue and feeling as if you've been transported. Flow is key. A truly magnetic and memorable event has to build. Singular experiences are never static.

RR services include, but are not limited to:

- Event Development/Management
- Ground Transportation
- On-Site Event Staffing
- Catering Consultation
- Invitation & RSVP Management
- Décor Design and Fabrication
- Print & Graphic Design
- Vendor Contract Negotiation
- Budget Development & Reconciliation
- Booking Suppliers & Talent
- Table Design & Execution
- Floral & Foliage Design & Installation
- Conference Planning
- Conference Marketing and Communications
- Exhibitor and Sponsorship Management
- Registration & Scientific Program Management
- Hospitality – Accommodation & Travel
- Media Relations
- Management of Video Production
- VIP Management
- Team Building

Sampling of Current and Previous Clients

