



# spark up

ELEVATED EVENTS & ENGAGEMENTS

# Say “No” to Boring Corporate Events.

Face it – your employees hate these things.  
And if an internal team scheduled the event?  
Hello, resentment.



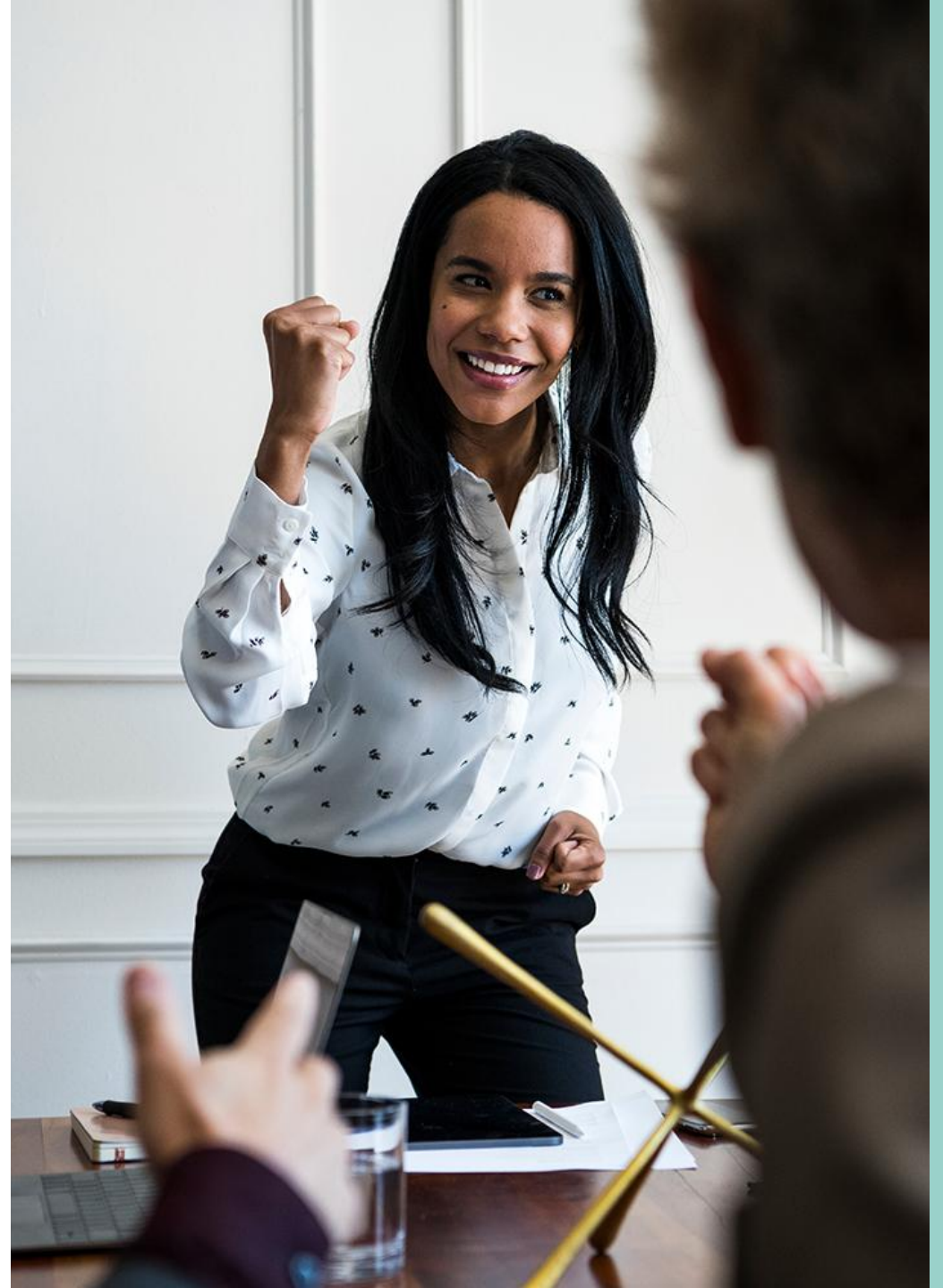


# Events help your bottom line.

Events invest in retaining top talent, saving your company tens of thousands of dollars (or more!) in turnover costs annually.

# Without events...

Your retention rates and brand-building are finite. Face-to-face interactions foster collaboration, camaraderie, sharing and brainstorming that impact the success of both your employees and your company.



# What Goes Wrong?

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1. Lack of direction.
2. Activities start late - and run long.
3. Mediocre staging (and mediocre sight lines).
4. You can't hear the speaker (and have to yell over the music)
5. Teams don't interact with other departments.
6. You set the food too soon.



# What's the Cost?

These little failures add up,  
stealing focus away from  
the event's purpose.

What message is delivered  
to your team by the  
oversight of these details?



# Live Events are Critical.

They forge relationships and share information. Unfortunately, most fail.

Poor events can actually damage your brand. Lackluster events can set the tone for a lackluster year.



# **We don't plan events.**

We solve problems.

We free up your team's time and energy.

We are nimble and personal.

We eliminate your need to figure it out.





**People desire experiences that  
activate their senses.**

Emotions ignite **ENGAGEMENT**, building off the human connections between **MEMORY** and sensory stimulation.



Strategic lighting, ambient music, **CURATED** conversations and memorable cuisine tap into your audience's **EMOTIONS**, fostering participation and partnerships.

# Events are show business.

You're informing people, but you're also entertaining them. Give them an elevated experience and you'll reap the rewards.





# We create experiences that align with your goals.

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You're making an investment to drive a specific outcome. We turn concepts into activities. We take your ideas from a spark to a full flame.



# We Sweat the Small Stuff

We fuse the little things  
into an emotionally  
charged experience for  
your audience.  
No passive participants.  
No daydreaming  
employees.

# We handle every detail.

1. Pacing of the agenda
2. Gorgeous staging
3. World-class content
4. Flawless AV
5. Refined food and beverage
6. Gifts / personalization



# Our Capabilities

- Training
- Seminars
- Executive Retreats
- Trade Shows
- Incentive Programs
- Shareholder Meetings
- Product Launch Parties
- Team-Building Events
- Induction Ceremonies
- Awards Banquets
- Conferences
- Expos
- Holiday Parties
- Fundraising Events

... and much more!



# We create shareworthy experiences.

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SparkUp curates and activates across a wide range, from small, intimate events to huge, multi-day programs.

We also develop and execute special experiences. We do it incredibly well and automagically!





# Our Clients



“SparkUp consistently exceeds expectations in providing leadership and service to our projects.”

“SparkUp flawlessly executes complex programs with an eye towards details, all while creating a personal touch.”



Client Testimonials



# Meet Mindy Bailey

Founder & CEO

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# Our Team



**Sarah**

**EVENT COORDINATOR**

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**Kristina**

**HOSPITALITY**

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**John**

**MERCHANDISING**

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We will make it  
because we  
are young and  
we will never,  
never give up



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