

D.I.TA



PRINT, STRATEGY &
DESIGNER AGENCY





EXECUTIVE SUMMARY

In today's fast-paced and visually-driven market, hosting a memorable event is crucial for any business looking to stand out.

We specialize in assisting CEOs in crafting exceptional events that are distinctive, engaging, and yield tangible outcomes. Our comprehensive approach serves as a singular point of contact for our clients, offering strategic guidance, design expertise, and professional printing services. This streamlined process alleviates the need for engaging multiple agencies for diverse services, minimizing potential stress or dissatisfaction stemming from file compatibility issues, design delays, low-resolution prints, or untimely delivery of props and rentals through third-party involvement.

BENEFITS OF OUR AGENCY

D.I.T.A is a comprehensive print, strategy, and design agency that offers a unique combination of services to elevate your events. From corporate summits and speaking engagements to intimate brunches and grand business launches, our team ensures that every aspect of your event is meticulously planned, beautifully designed, and flawlessly executed. This proposal outlines the key benefits of partnering with Total Event Solutions for your upcoming events.

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OUR
FOUNDERS

THE DYNAMIC DUO

At D.I.T.A, we understand that the success of an event lies in the details. That's why we take a meticulous approach to planning, designing, and executing every element of your event. Our expertise extends beyond mere logistics; we strive to create an ambiance that resonates with your brand and leaves a lasting impression on your guests. From eye-catching print materials that communicate your message to strategic planning that ensures your event runs smoothly, our services are designed to cover every angle.

BACKGROUND & EXPERTISE

ASHLEY BERRY

BRAND STRATEGIST, WEB & GRAPHIC DESIGNER

Ashley Berry is a Brand Strategist, Web Designer & Brand Designer with more than 6 years of experience and an educational background in both design and web development. She is the owner of Ashlaine Designs LLC.

JUDAEA MORRIS

MARKETING STRATEGIST & PRINTING EXPERT

Judaea Morris is a distinguished print owner and specialist with a profound passion for the art of printmaking. With a career spanning over 4 years, Judaea has established herself as a beacon of innovation and excellence in the print industry. She is the owner of Le Luxe Prints.



BRAND STRATEGY

Our strategic consultation services are at the heart of our offering. Understanding that each event is unique, our experts work closely with you to develop a bespoke strategy that aligns with your business goals, audience expectations, and budgetary requirements. This personalized approach ensures that your event not only resonates with your target audience but also delivers on your desired outcomes, whether it's brand awareness, lead generation, or customer loyalty.

II. Brand Strategy

A. Purpose and Vision

1. Define the purpose of each event.
2. Establish a clear vision that aligns with the goals of the attendees and organizers.

B. Marketing and Sales Strategies

1. Strategies for promoting ticket sales through targeted marketing.
2. Utilizing social media, email marketing, and partnerships for broader outreach.
3. Creating compelling content that highlights the benefits of attending the event.

C. Attendee Engagement

1. Methods to engage attendees before, during, and after the event.
2. Incorporating feedback loops to refine future events.



DESIGN AND PRINT

The graphic designer will transform your vision into reality. From branding and visual identity to event collateral and digital assets, our design services ensure a cohesive and captivating aesthetic across all touchpoints. This attention to detail not only enhances the attendee experience but also strengthens your brand's presence, leaving a lasting impression on your audience.

DITA provides comprehensive print services. This includes high-quality printing for all event materials, from banners and brochures to signage and stationery, ensuring consistency and professionalism.

III. Design and Print

A. Promotional Items and Marketing Materials

1. Collaboration between the brand designer and print company to create visually appealing designs.
2. Selection of promotional items that resonate with the target audience.

B. Quality and Resolution

1. Ensuring materials are printed in high resolution to enhance visual impact.
2. Commitment to using quality materials that reflect the event's prestige.



PROPS, RENTAL AND DECOR

To complement our strategy and design offerings, DITA provides comprehensive prop rental services. This includes our extensive catalog of props and rentals, which allows for the creation of immersive environments that engage and delight attendees. By managing these critical elements in-house, we streamline the planning process, reduce vendor coordination, and ensure that every aspect of your event is aligned with your strategic vision.

V. Props, Decor, and Rentals

A. Customization

2. Working closely with organizers to understand specific needs and preferences

Marquees, Balloon Garlands, Wood Panel of Chiara walls, rainbow walls, angled walls

We will offer champagne walls, and vinyl floor wraps.

B. Selection and Setup

1. Offering a wide range of rental items, from furniture to unique decor pieces.

2. Providing setup and breakdown services to ensure seamless event execution.



OUR SERVICES

CONFERENCE PACKAGE *Starting at \$15,000*

Our Conference Package is designed to cater to the comprehensive needs of corporate and academic conferences. This package includes custom print and design materials that ensure your conference stands out. From sleek, professionally designed programs and passes to eye-catching retractable banners and directional signage, every piece is crafted to reflect the theme and prestige of your event.

The stage design is tailored to your conference's specific requirements, incorporating innovative prop and presentation designs that engage and captivate your audience. Whether it's a panel discussion, a keynote speech, or breakout sessions, our designs promise to create an immersive environment that fosters learning and networking.

ADD-ON SERVICES

Personal Styling & Make-up Artist:

Have the opportunity to look and feel YOUR best with our styling and make-up services, perfect for creating a memorable and photogenic experience on the day of your shoot and EVENT!

Photoshoot:

Capture the elegance and joy of the occasion with a professional photoshoot, providing you with beautiful images for future marketing materials or as keepsakes for your guests.



OUR SERVICES

BRUNCH PACKAGE *Starting at \$5,000*

The Brunch Package is perfect for more intimate, social events where networking and relaxation are key. This package includes beautifully designed invitations, menus, and table signage, all customized to complement the theme and elegance of your brunch. Our team will also design a charming stage or focal area, perfect for any speeches, awards, or presentations that might occur. Prop and presentation designs will be thoughtfully integrated to enhance the theme and provide a picturesque backdrop for your event.

ADD-ON SERVICES

Personal Styling & Make-up Artist:

Have the opportunity to look and feel YOUR best with our styling and make-up services, perfect for creating a memorable and photogenic experience on the day of your shoot and EVENT!

Photoshoot:

Capture the elegance and joy of the occasion with a professional photoshoot, providing you with beautiful images for future marketing materials or as keepsakes for your guests.



OUR SERVICES

SPEAKING PACKAGE *Starting at \$8,000*

Designed for impactful speaking engagements, "The Influencer" Package provides everything needed to create a powerful connection between the speaker and the audience. This package includes the design of impactful retractable banners, personalized passes, and engaging programs, ensuring each attendee feels valued and engaged. Our stage design services will create a captivating setting for your speaker, incorporating custom props and presentation visuals that complement the speaker's message and personal brand

ADD-ON SERVICES

Personal Styling & Make-up Artist:

Have the opportunity to look and feel **YOUR** best with our styling and make-up services, perfect for creating a memorable and photogenic experience on the day of your shoot and **EVENT!**

Photoshoot:

Capture the elegance and joy of the occasion with a professional photoshoot, providing you with beautiful images for future marketing materials or as keepsakes for your guests.



WHY YOU SHOULD CHOOSE US

Choosing D.I.T.A means investing in an event that is strategic, beautiful, and impactful. Our integrated approach to strategy, design, print, and prop rental saves you time and resources and guarantees an event that exceeds expectations. Let us partner with you to create unforgettable experiences that captivate your audience, elevate your brand, and achieve your business objectives

Join us in crafting events that are not only successful but memorable. Our passion for excellence, combined with our extensive experience in the industry, makes us the ideal partner for your next event. Let D.I.T.A elevate your event experience through unparalleled creativity, innovation, and dedication. Together, we'll turn your vision into a reality that surpasses expectations.

BENEFITS OF THIS COLLABORATION

V. Collaboration and Communication

Establishing effective communication channels among all parties.

Regular meetings to ensure alignment and address any challenges.

Creating a shared project timeline and checklist to keep track of progress and deadlines.