



MAUREEN CONNOLLY
C E L E B R A T E S

YOUR PRIMARY SOURCE FOR HIGH-IMPACT SPECIAL EVENTS

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Since 1990, Maureen Connolly Management, Inc. has been turning vision into reality for local and national celebratory events. "The best events exemplify and embrace all of the most enduring experiences of society at a given moment in time," believes Maureen Connolly. For this reason, we prefer to think of events as celebrations. Our unique approach to planning events gets to the heart of "what really matters" for each individual celebration.

Maureen Connolly Management's creative programming skills maximize both the fun and the enduring impact of events for organizations, while minimizing the production costs. We provide strategic planning to produce greater results from existing events, as well as concept-to-completion event management. Maureen and her award-winning team love to coordinate events that rebuild community and foster a legacy of cooperation and achievement. We look forward to bringing these results to your next event.



A SAMPLING OF PROJECTS

Economic Development Site Selector Tour

Event management for three site selector tours for business relocation clients. Yale University/ Pilot Pen, 2007; Metro Hartford Alliance, 2005; Knowledge Corridor, 2002.

Governor's Arts Awards and Tourism Conference

2007, theme development and production of two day conference and event in New Haven, CT. VIP awards show, conference dinner, production, and theme integration.

2006 Otis Leadership Conference

Provided event planning for 240 executives from 40 countries from the OTIS elevator, Division of United Technologies Corporation. Venue coordination, travel, production, program development.

Opsail 2000 CT, July 12-15, 2000.

A million visitors attended Connecticut's primary Millennium event, held in New London Harbor and featuring more than 40 tall ships from around the world. We oversaw a budget of \$6.2 million, 300 contracted personnel and 20 staff. The resulting economic impact was \$151 million.

Special Olympics World Games, 1995, New Haven, CT.

Special event manager for 6 festivals, opening/closing ceremonies, and torch run for event drawing a half a million spectators.

Mark Twain Days. Hartford, CT. 1996. 1997. 1998.

This annual event celebrating Twain's legacy drew 100,000 visitors and featured national artists such as Ray Charles and Arlo Guthrie along with heritage events and activities.

Presidential Debate. 1996. Hartford.

Developed a comprehensive operations strategy, and attended to logistical details for President Bill Clinton and his opponent Bob Dole for a national television audience.

200th Anniversary of the Old State House. 1996. Hartford, CT.

A celebration of the nation's oldest statehouse, featuring a parade representing all of Connecticut's 169 towns, and hospitality for 600 dignitaries.

First Night Hartford, 1989-1993.

Launched the city's annual New Year's Eve festival and managed the program for four years, expanding to 30 performance locations, and drawing 40,000 participants in peak years.

Strategic Planning Projects:

United Technologies; New England Governors And Canadian Premiers, CT; US Navy, Green Field release event; Colt Gateway; Capital Region Library Council; United Way; the Bushnell Theater.

"I am sure that without your dedication, the OpSail program never would have been as successful. I am very grateful."

CHRISTOPHER DODD
U.S. SENATOR

"The 1995 Special Olympics World Games left its mark not just in Connecticut but in countries around the world, where the example you set will be emulated for years to come..you made it happen!"

TIM SHRIVER
CHAIRMAN & CEO
SPECIAL OLYMPICS INTERNATIONAL



SELECTED CLIENTS:

United Technologies Corporation
Friends of the United Nations
Connecticut Conference of Independent Colleges
President's Summit for America's Future
State of Connecticut, Office of Culture and Tourism
Office of the Governor, M. Jodi Rell Inaugural Committee
Metro Hartford Alliance
Debate '96
The Connecticut Academy for Education
The Travelers Corporation
The Hartford Courant/Northeast Magazine
1995 Special Olympics World Games Organizing Committee
General Mills
Mark Twain House
Office of the Mayor, Eddie Perez Inaugural Committee
OpSail 2000 CT

HONORS AND AWARDS

2001 State of Connecticut Governor's Tourism Award
1999 Northeast Magazine Connecticut Bloomer Award
1998 International Festival and Event Association Gold Pinnacle Award
1997 Meeting Planners International Presenter of the Year Award
1996 International Association of Business Communicators
Bronze Quill Award
1992 International Downtown Association
National Award for Creativity in Special Events
1991 State of Connecticut Governor's Tourism Award

SERVICES PROVIDED BY MAUREEN CONNOLLY CELEBRATIONS

Consulting

- Strategic and tactical planning to determine event direction
- Conceptualization of unique events to accomplish specific goals
- Research and analysis to determine desired outcome
- Event plan development to integrate vision

Programming

- Theme development
- Artist / speaker selection
- Site and venue selection
- Integration of program idea for various audiences

Marketing

- Promotional campaign and collateral material
- Media campaign
- Leveraging opportunities for sponsors and media
- VIP events
- Ticket admission programs
- Sponsor visibility, hospitality fulfillment

Production

- Site development
- Hiring and management of production team
- Development and execution of action plan
- Signage and pageantry design and installation
- Transportation and security planning
- Merchandising and food vending plans
- Permit and insurance fulfillment

