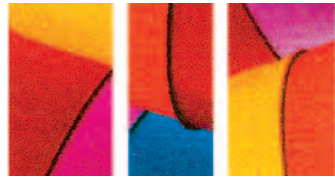


HIGH IMPACT SPECIAL EVENTS

Producing major events with lasting results

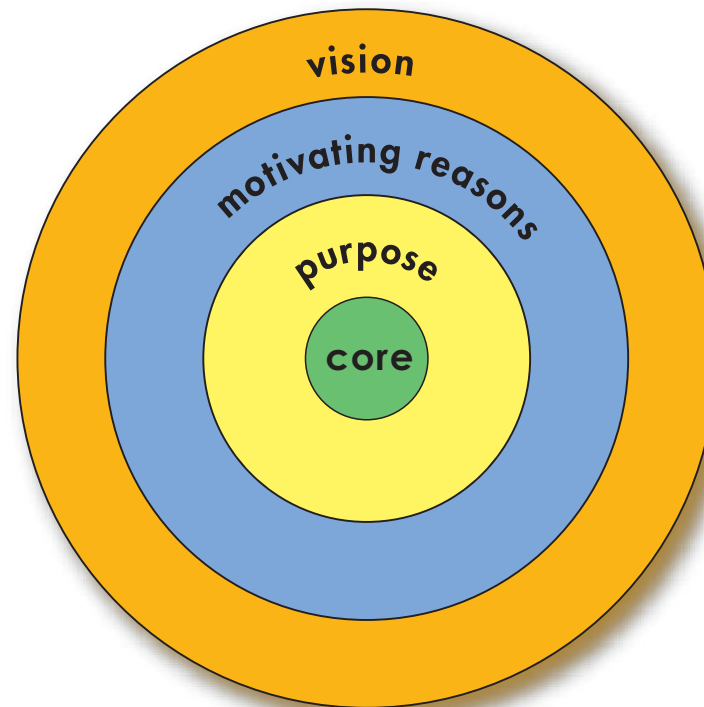


MAUREEN CONNOLLY
C E L E B R A T E S

YOUR PRIMARY SOURCE FOR HIGH-IMPACT SPECIAL EVENTS

*Presented by:
Maureen B. Connolly
Maureen Connolly Management, Inc.*

High Impact Results



©

THE PLAN

Provides a process to develop unique events to accomplish specific goals.

Creates a template for buy-in and builds energy, activities, and ideas to support event.

Defines objectives, concepts, strategies: Why are we doing this event? Who do we want to reach? How do we reach them? What do we want them to experience, think, feel?

VISION

The best events exemplify and embrace all of the most enduring experiences of society at a given moment. Mirrored in these occasions we can see the joy of family, the ritual of play, the energy that drives progress, and the compromise that is essential for peaceful coexistence. In its own way, each special event embodies these elements.

Enduring events bear witness to the milestones by which communities understand and affirm themselves, and provide a ritual of connection that few experiences can create.

The potential exists for events to create opportunities to identify and celebrate what really matters.

REASONS TO CELEBRATE

Provide a communal direction and vision

Help the community see itself in a new and invigorating way

Opportunity for revitalization

Leave a legacy to build upon

Brand loyalty

Employee enhancement

Impact on bottom line

PURPOSE

Events that are relevant

Events that get buy-in at all levels

Events that represent value-driven ideals

Events that make sense

CORE

Events that have an intrinsic value greater than themselves

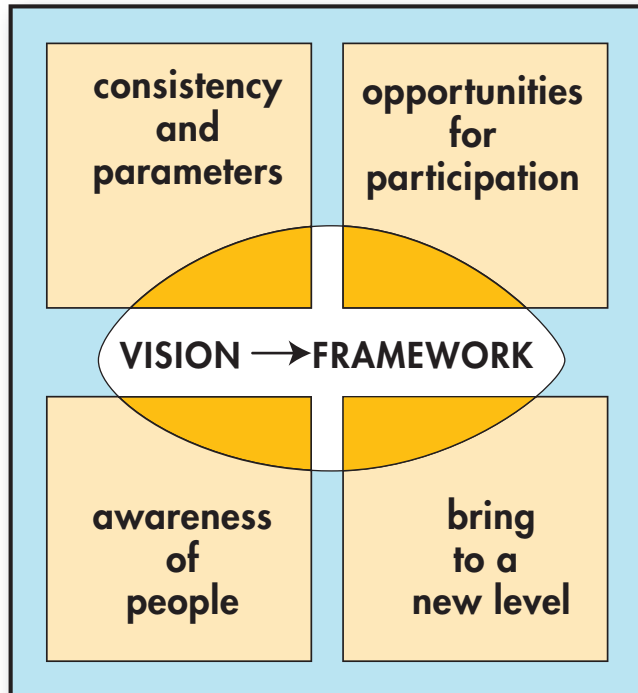


THE FRAMEWORK

Programs and events are developed with a clear purpose and direction to bring the vision to life.

Our strength is in defining the parameters for an event or celebration that helps people become committed to the ideas, concept or purpose of the event.

High Impact Results



**Situation:**

Design a series of events over 2 miles of unconnected waterfront property to fit one million visitors and connect with transportation, bridges and water ferries. Prepare docking and services for 40 tall ships. Manage protocol and hospitality events for 1,200 dignitaries and 3,000 sailors. Create volunteer and education programs for six-month build-up across state.

Solutions:

Connecticut's Millennium Event showcased not only New London Harbor, but the entire state of Connecticut. In addition to coordinating the diplomatic and logistical needs of tall ships from around the world, nearly one million visitors were entertained, transported and fed for five days.

Three unique simultaneous land-based celebrations focused attention on various areas for long term impact: Celebrate Connecticut (sponsor, tourism, education showcase); New London and Beyond (local attractions and artists); Festival America (historic and national impact at new state park).

Themes then drove entertainment selection and activities and offered integrated programming.

Budget of \$6.2 million included 300 contractors, and 20 staff, 55 official protocol and vessel-related events, volunteer program for 1,500, sponsor hospitality and recognition.

Results:

- The resulting economic impact was \$151 million, a legacy of waterfront development and the introduction of New London to host ongoing world class events.
- Educational outreach to every classroom in Connecticut (each grade adopted a country).
- Celebration of Goodwill Among Nations created a value far greater than the events themselves.
- Festival sites were engaging and entertaining, creating interactive experiences and visual consistency.
- Connecticut was showcased, presenting an array of what makes our state a great place.
- Positive national press coverage.

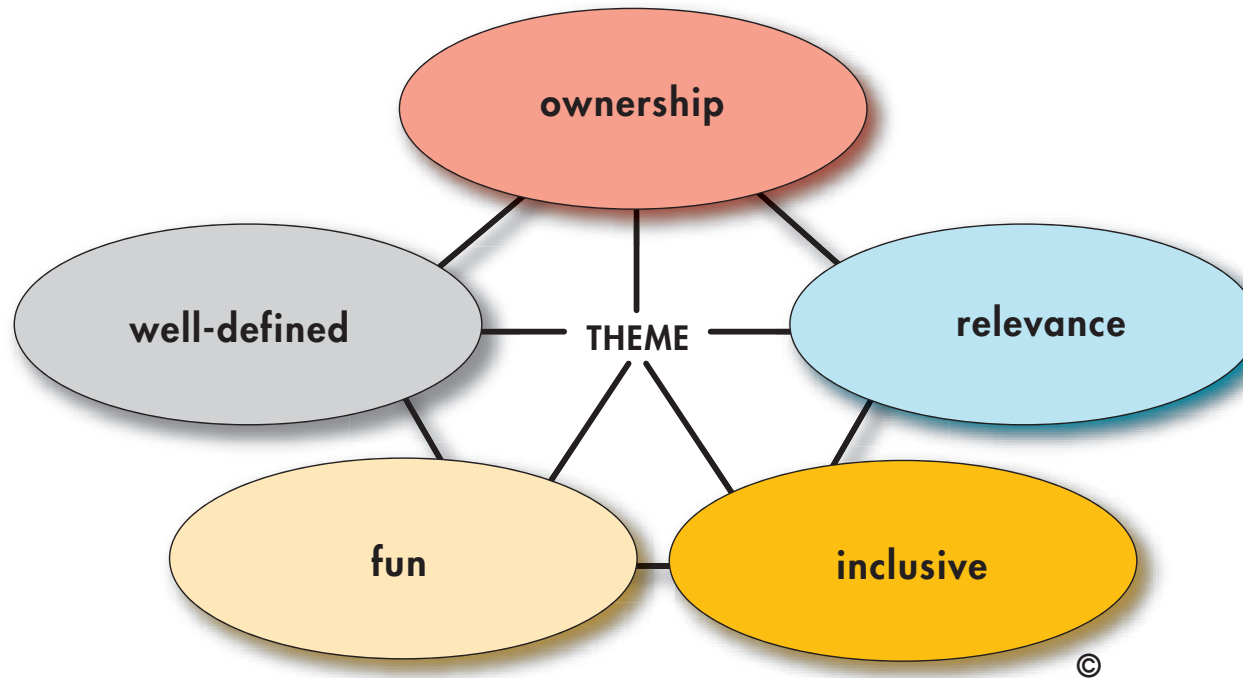


THEME DEVELOPMENT

Each client is unique requiring every event to emerge as a reflection of their goals and purpose.

Our event designs and concepts are driven by a theme that connects participants to the experience at many levels.

High Impact Results





Situation

United Technologies wished to create a daylong event to celebrate the reopening of the oldest state house in America after three years of extensive renovation and restoration. Event needed to showcase the building, create high visibility, and attract large numbers of participants.

Solutions

Celebration was launched with May as “Old State House Month”, featuring 30 days of events.

Naturalization ceremonies, readings of Bill of Rights, education tours, Voice of Democracy awards and speeches – emblems of the democracy that was established at the original meetinghouse.

National host Richard Threlkeld.

Parade of cities and towns – 169 cities and towns marched in the order they were chartered, representing themselves then or now.

Each city had a piece of the map of Connecticut, which unfolded as the parade passed.

Over 5000 participants showed the history of our state coming together.

Daylong program of kids, culture, music.

VIP reception for 500.

Three stages with performing artists.

Results

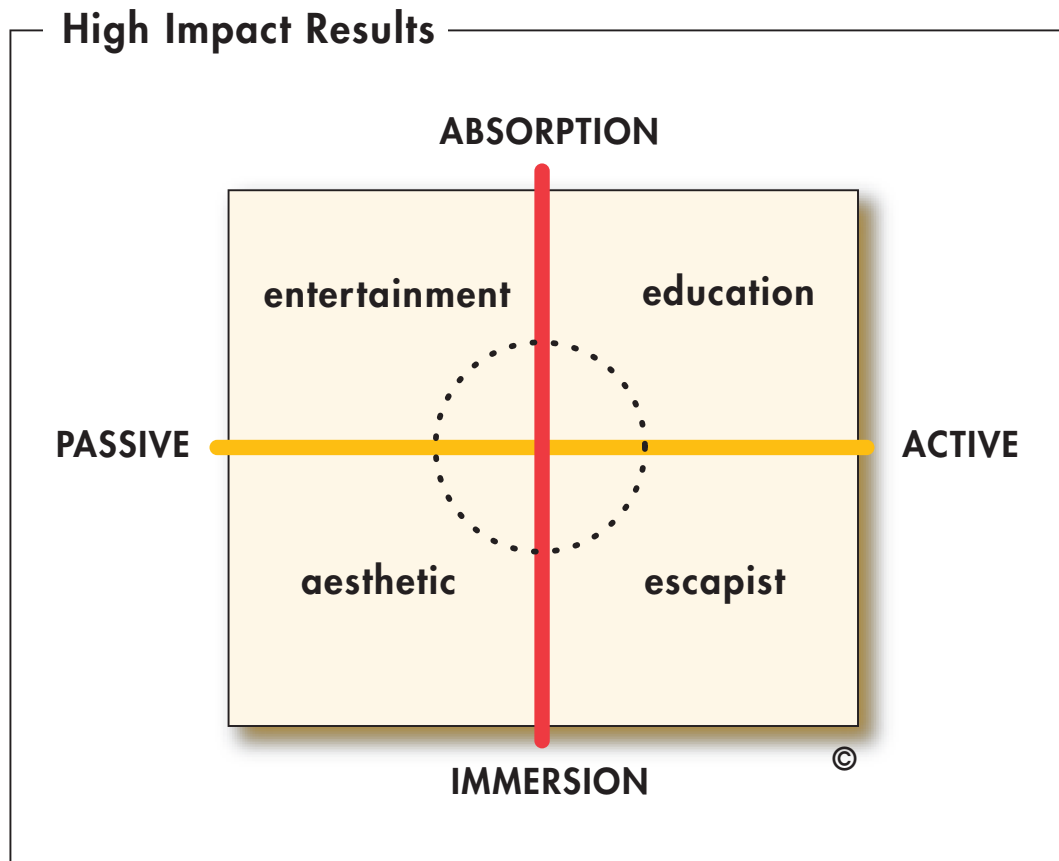
- National press coverage for the “New Old State House”
- Event was educational and high impact
- The entire state participated and local town organizations demonstrated pride and passion in development of their parade components.



IMPLEMENTATION

Our projects combine people, clients, products and purpose into an environment that engages them in an experience.

These experiences create an opportunity for new relationships, brand loyalty, employee engagement, public visibility, legacy and impact.





Situation

Create an event that celebrated the history and legacy of Mark Twain while raising awareness of Twain and his relevance to Hartford. Create a signature event for Hartford that created economic impact and destination for tourists.

Solution

Three-day festival with national artists such as Arlo Guthrie, Smothers Brothers, Ray Charles.

Brought Twain to life with jousting competition, gospel music, spelling bees, raft race, fence painting, celebrity storytelling, frog jumping contest and participatory activities reflecting Twain's writing.

Results

- In three years Mark Twain Days grew to one of the most successful events ever mounted in Hartford—90,000 people the third year. Significant increase in tourism and summer visitors, national awareness.
- Hartford's signature event.



PROJECTS

- **United Technologies** **March, 2008**
Conceptualized and developed a community relations program for new CEO with event ideas, employee engagement, and communications strategy to support new initiatives.

- **Hartford Public Library** **January, 2008**
Event management and creative development for “Harford in Harmony” featuring events and public celebrations for the newly renovated Hartford Public Library.

- **National Site Selector Tour** **August , 2007**
Developed strategic plans and implementation for Pilot Pen and Yale University business development events with tours for regional cities and towns.

- **CT Independent Colleges and Universities** **May, 2007**
75th Anniversary celebration planning for University Presidents, Trustees and guests

- **Governors Arts Awards and Tourism Conference** **June, 2007**
Event consultant to develop theme and produce events for the State and Connecticut Arts Awards and Tourism conference held in New Haven, CT

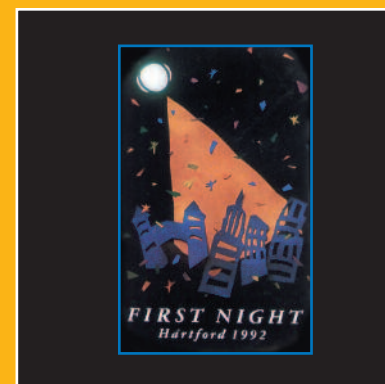
- **Inaugural Ball** **January, 2007**
Production and logistics manager for Governor M. Jodi Rell’s Inaugural Ball.

- **OTIS Leadership Conference** **May 2006**
Provided event planning for 240 senior executives from 40 countries from the OTIS elevator, Division of United Technologies Corporation. Venue coordination, travel, production, program development.

- **Metro Hartford, Site Selector’s tour** **September, 2002 & 2005**
Event management and strategic planning for economic development tours featuring 20 events in two days for potential business relocation clients.



- **Governor's Economic Summit** **January, 2005**
 Focus on jobs and the economy. Designed event for global economists and State of Connecticut leaders to discuss talent and workforce development.
- **New England Governor's and Canadian Premiers** **June, 2003**
 Workforce Development Conference. Developed two day conference with panel discussions, speakers and hospitality for policy and thought leaders from New England and Canada.
- **OpSail 2000 CT, New London Harbor, CT** **March, 1999 - August, 2000**
 Connecticut's millennium event showcased the state and hosted 40 tall ships from around the world with four festivals, protocol events and event logistics.
- **Special Olympics World Games, New Haven, CT** **July, 1994 - 1995**
 Responsible for Ellis Island torch arrival, opening events at the United Nations, Secret Service liaison for President Clinton. Produced three major festivals and sponsor expo.
- **50th Anniversary of the United Nations** **March, August, 1994**
 Friends of the United Nations, Event Consultant. Worked with United Nations staff and outside volunteers to develop event highlights and activities to showcase and celebrate United Nations activities around the globe.
- **Library of Congress: Center for the Book** **May, 2002**
 Program designed with United Nations cultural attaches giving gifts of literature to library directors. Twenty-two countries participated.
- **America's Promise to our Future** **May, 1998**
 Worked with Colin Powell and Elizabeth Dole to develop a program for volunteerism with General Mills and the Points of Light Foundation. Produced show and expo.
- **Presidential Debate, Hartford, CT** **October, 1996**
 Operations and logistics manager for the Presidential Debate between President Bill Clinton and Senator Bob Dole. Developed comprehensive operations plan with responsibility for media logistics, spin alley and Debate Hall site preparation.



IN CONCLUSION

- Maureen Connolly Management, Inc., providing concept to completion celebrations and special events with a world class team of event professionals for 15 years.
- Event team is developed to best meet our client's needs. Our professional alliances draw from the highest caliber of event professionals, production managers, communication and marketing professionals, road crew, meeting planners, and an international network of event professionals.
- Each client tailors event management contract to fit with internal support and external consulting needs to create the ideal event management team.
- Proven track record in creating successful events with lasting results.



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