



K A T A L Y S T
P R O D U C T I O N S

AGENCY OVERVIEW DECK
2024

A MESSAGE FROM OUR PRESIDENT

Thank you for this opportunity to share a bit of background information about who we are, what we do, brands we've worked with, and a few of our favorite client projects! We're an award-winning, marketing communications, event design and production agency.

Whether we're producing a large scale special event or an intimate dinner experience- designing a custom build or executing a campaign- each project is meticulously planned, produced and executed.

We leverage two decades of industry experience to create one-of-a-kind experiences for brands across the entertainment, lifestyle, academic, civic and nonprofit sectors to increase awareness, maximize engagement and amplify impact.

Thank you for considering our team for your upcoming project!



President + Executive Producer
KATALYST PRODUCTIONS





— WHO WE ARE WHAT WE DO



A BIT ABOUT US AND OUR WORK.

We are a high-end, boutique agency specializing in large-scale live event production, out-of-the-box original concept development, experiential marketing and brand activations.

We speak luxury, and we also speak rock ‘n roll.

Our clients are big thinkers and industry disruptors, and our dynamic team of industry experts are committed to an entirely unrealistic standard of excellence.

We leverage over a decade of industry experience to design and produce one-of-a-kind event experiences for brands across the entertainment, lifestyle, academic, civic and nonprofit sectors to increase awareness, maximize engagement and amplify impact.



MEET THE TEAM



KATIE EVERETT
President & Executive Producer



CAITLYN BRADY
Director of Events



SHAYNA DURKIN
Marketing Manager



TREVOR VAUGHAN
Creative Producer



JERRY MARKET
Production Manager



ALI BAKER
Agency Coordinator



OUR SERVICES



FULL SERVICE EVENT DESIGN + PRODUCTION

Full-service live, virtual and hybrid event design, planning and production, with a focus on large-scale special events, grand openings, multi-day conferences, awards galas and non-profit fundraising events.



BRAND ACTIVATIONS + INSTALLATIONS

Development and production of brand activations, brand and product launches, pop-up events, media experiences, press dinners, brand installations, and immersive branded experiences.



DIGITAL MARKETING + BRAND MANAGEMENT

Brand development, multi-dimensional strategic communications plans, digital marketing and social media campaigns, partnership development and influencer campaigns.



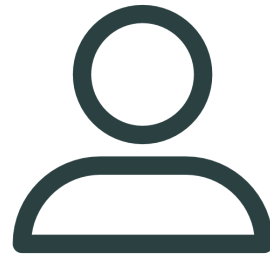
— OUR PROCESS



01

We LISTEN.

We want to hear about your goals, your priorities, and your pain points so that we can work with you to develop the best possible solution.



02

We CREATE.

We think outside the box. We create unforgettable experiences and innovative communications strategies to amplify your story.



03

We EXECUTE.

We don't just come up with great ideas—we execute them. We obsess over every detail— from the pitch to the wrap up report— to ensure you get results.

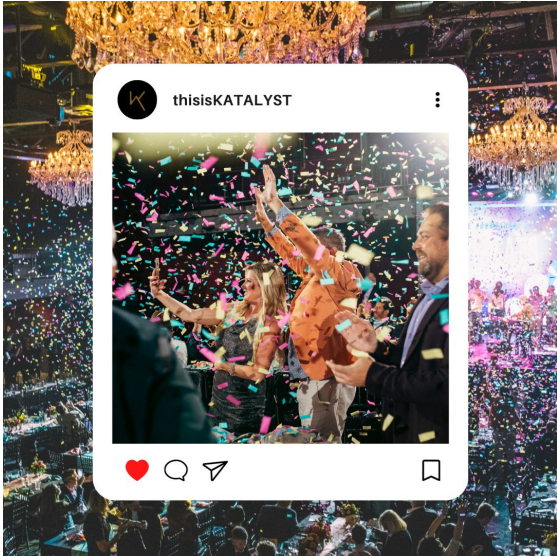


A FEW OF THE BRANDS WE'VE WORKED WITH





2023 BY THE NUMBERS



The number of client projects we produced.

From large-scale live events to experiential brand activations, from website development to brand strategy and digital content marketing— we nearly doubled our workload!

41

4000

The amount we grew our client's online audience & content visibility.

Through strategic content planning and boosting efforts, our marquee brand management client achieved exponential growth in following and audience engagement.

@%

The number of brands and organizations we worked with.

We had quite a year growing with our incredible roster of clients! We're honored to partner with organizations across the entertainment, academic, lifestyle, tech and non-profit spaces to advance their big ideas in bold new ways.

Our 2023 client roster includes *Lightship Foundation, Robert Irvine Foundation, Four Seasons Hotel Philadelphia, BLOCS, Our Community Salutes, Philadelphia Ballet, Philadelphia Soccer for FIFA World Cup, Chatterblast for FIFA World Cup & Sun East, Federal Credit Union, LaFORCE for Lance Crackers, Team One for Lexus, Visit Philadelphia, Big Brothers Big Sisters Independence, Hungry for Home* (and a few we're under NDA with and are unable to include in this list.)

16

The number of states we produced events in.

Our client projects took our team to some great places this year, including Arkansas, California, Colorado, Florida, Ohio, Maryland, Michigan, Nebraska, New Jersey, New York, North Carolina, South Carolina, Virginia, Washington D.C., and our home state of Pennsylvania



SIXTEEN

The number of cities we traveled to for client events.

Bring on the frequent flier miles! From our hometown of Philadelphia to New York, Miami, San Antonio, Houston, Baltimore, Washington D.C., Cincinnati, Detroit, Lincoln, Little Rock, San Diego, Anne Arundel, Fayetteville, Tampa, Charleston, Orlando, Fairfax, Colorado Springs, Pittsburgh, The Jersey Shore—our client projects took us to some pretty epic places.

24

2,700

The number of espressos, cold brews, chai teas, hot chocolates & cherry pepsi's we collectively consumed to keep us going.

+

45k

The funds we were able to invest directly into our local communities to fuel change.

We invest a portion of each project fee directly back into our local communities to meet real needs in real time. Supporting organizations and causes dedicated to uplifting those around us is the heart and soul of what we do. It's our "why".

+



— OUR CAPABILITIES

EVENT PLANNING + MANAGEMENT

We provide full-service event planning and management- from concept development to onsite management and everything in between- consider us an extension of your team.

We provide the following deliverables:

- Overall event planning, management + reporting
- Event concept development (guest experience design)
- Master planning timeline development
- Food + beverage plan development/management
- Collateral design (signage, invitation, program book, etc.)
- Guest management + communication (ticketing, emails, etc.)
- Event microsite design
- Program development
- Content development (graphics, collateral, programming, etc.)
- Venue research, selection and management
- Vendor sourcing, solicitation, coordination and management
- Talent booking + management
- Transportation coordination
- Overall budget management + reporting





EVENT PRODUCTION + LOGISTICS

We don't believe in a "one size fits all" production solution- each project has unique requirements essential to its success. We leverage our curated team of industry partners to make sure you get exactly what you need- nothing more, nothing less.

We provide full-service production and logistics management, inclusive of:

- Comprehensive "day of" onsite event production
- Full-service front-of-house guest management + staffing
- Production documents (scripts, run-of-show, production schedules, etc.)
- Stage design/build
- Audio visual design + production
- Lighting design
- Stage management
- Labor relations/labor management
- Vendor relations/management
- Loading dock management

BRAND ACTIVATIONS + EXPERIENTIAL DESIGN

Let us re-introduce you to your audience. We re-imagine brands as out-of-the-box, environmental activations by layering their story and embedding their core values into a series of immersive and transportive experiences.

We provide the following deliverables:

- Concept development (guest experience design)
- Outdoor signage + venue branding
- Food + beverage plan development/management
- Environmental + space design
- Custom fabrication/builds
- Content capture planning





DIGITAL MARKETING + BRAND MANAGEMENT

Every brand has a unique voice. We'll dive into the nuances of your organization to create an authentic brand message, then refine and focus the brand "voice" to showcase the impact of your organization in the most authentic and compelling way.

We provide the following deliverables:

- Brand voice development/assessment
- Branded content development
- Creative and social media content calendars
- Digital marketing brand guidebook (includes samples of approved post types, suggested hashtags, brand guidelines, style guide, etc.)
- Social media post template development
- Consumer-focused organization/brand research projects (direct feedback from consumers/donors on the brand perception and ways to improve consumer connection)



LOCAL PRIME AGENCY PRODUCTION SUPPORT

We partner with other agencies to provide local, “boots on the ground” production and operations support.

From experiential brand activations to multi-market launch events, we leverage our local market expertise, vendor relationships and unparalleled industry partnerships to provide customized support to out-of-market agencies. We work hand-in-hand with our agency clients and their in-house teams to design and deliver tailored solutions.

We provide:

- Location scouting and venue sourcing
- Talent sourcing and coordination
- Operations management
- Vendor sourcing and management
- Staffing and labor management
- Permitting





OUR COMMITMENT TO SUSTAINABILITY

We're committed to making every client event more sustainable by leveraging a thoughtful, holistic approach to minimizing waste, emissions and carbon footprint.

For our clients that prioritize sustainability, we offer a sustainability package uniquely focused on the following efforts:

- Intentional use of recycled and reusable materials and supplies
- Coordination of pick-up/delivery of unused food to local shelters, emergency personnel and food pantries (pending state guidelines)
- Use of eco-friendly inks, substrates and printing methods
- Post-event composting of plant/floral decor
- Use of locally grown and sustainably sourced ingredients, materials, floral and decor elements, etc. to minimize trucking and emissions
- Repurposing of hardware decor elements
- Donation of leftover event supplies to local non-profit organizations
- Use of local makers and artists to minimize supply chain impact and support investment in local economies

++ Events generate an average of 2.5 pounds of waste per person, per day (according to government and industry reports).



— CLIENT TESTIMONIALS

WHAT THEY'RE SAYING

“Anyone can produce an event, but it takes an incredibly creative and detail-oriented team to design and execute a truly unforgettable, one-of-a-kind event experience. No idea is too big, no detail is too small, and no challenge is too intimidating.”

Chef Robert Irvine

*Star of Food Network's Restaurant: Impossible and Dinner: Impossible
Founder, Robert Irvine Foundation*

“These evenings honor outstanding artist humanitarians and the Katalyst team has served as one of the event partners able to interact with and support the honorees and important supporters seamlessly. They have been able to take any challenge and turn it into a success for the event, something for which we have been grateful on more than one occasion.”

Patrick Moran

Former President, Marian Anderson Award

“The Katalyst team was so much more than just our event agency- they were a critical extension of our internal team. They internalized our brand and our corporate values and took the time to really understand our priorities. They blew us away with their creativity, ability to execute the big ideas they pitched us... and solve a million challenges along the way.”

Julie Barrow

*Former Director of Marketing,
Four Seasons Hotel Philadelphia at
Comcast Center*

“The Katalyst team provided unparalleled expertise, management and support for the Philadelphia Music Alliance Walk of Fame Gala. Katie was calm and competent under pressure, and her entire team demonstrated absolute professionalism in even the most stressful circumstances.”

Mia Tinari

*Former Vice Chair, PMA and Global Head of
Marketing + Communications, TAIT*



LET'S CHAT!

We'd love to connect with you to discuss next steps- we look forward to partnering with you!



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