## *About Us (all under about us tab)*

**Saffron Planning & Events (SPE)** assists with developing and implementing **strategies** that positively impact the organization.  S.P.E unlocks the organization's event potential and focuses on how to make the experience **more profitable and value-added** for the attendee and the client.  We manage the **complexities** of our clients’ events or daily **logistical activities** so that our clients can focus on the more critical aspects of their event. In addition, we developed S.P.E. Strategy to assist small businesses with **organization** and **time management** to facilitate an increase in productivity.

## *CheRhonda Greenlee*

Leveraging her passion for people and attention to detail, CheRhonda specializes in helping meeting planners and leadership teams maximize their program initiatives through life-transforming events. Using her unique three-step system for event success, CheRhonda now serves leaders throughout the U.S. via her business **Saffron Planning & Events**.

CheRhonda stands by her belief that “a successful event is one that **creates** an atmosphere that is conducive for exceeding goals and implementing the mission of the organization, **captures** the moments that **characterizes** the event, and connects to stakeholders in a significant and unforgettable way.”

Her passion extends to assisting small business owners in becoming more efficient. The same time management skills used to organize the logistics for an event can be utilized in a small business setting.

**To schedule a complimentary consultation with**

**CheRhonda Greenlee**

**click here (should be eye catching) (a link to my appt calendar will go here)**

# Convention & Meeting Services (tab)

SPE can provide the extra hands an organization desires to realize their event's financial and strategic goals.  Historically, organizations have juggled with negotiating multiple industry contracts, procuring vendors, managing budgets, and identifying key partners and sponsors.  If an organization or individual coordinating an event does not have adequate staff or time to manage the event management process, they can outsource all or part of the work to SPE.  Organizations benefit greatly by having one point of contact and enjoy the speed and convenience of a comprehensive one stop coordinating experience.

**Consultation**- assistance with managing the idea process for an event or assistance with internal organizational needs:

* Educational Content- SPE shares our knowledge and experience to help internal members plan an effective event, coordinate volunteers, and procure vendors.
* Save the Organization Time and Money- SPE can save an organization time and money through education, planning, and budgeting.
* Marketing of an event or organization
* New Technology (e.g. Mobile Applications, Audience Response Systems)
* Social Networking
* Growing Membership/ Growing Attendance
* Vendor Procurement for specialized services

**Convention Planning**- assistance with managing the many details through the entire process from inception to reality:

* Writing and administering the RFP Process
* Establishing and managing the meeting budget
* Site Selection/ Contract Negotiation
* Pre-conference Planning
* Volunteer Coordination
* Exhibits/Tradeshows
* Delegate and Guest Services( Travel management, Registration, Accommodations- Housing Block)
* Communication and technology services
* Post-conference Follow-up
* Vendor Management

**Training -** SPE is available to meet one on one or to host training events to assist individuals or organizations develop, monitor, and/ or exceed their objectives.

* I Hate Numbers! (Budget and Finance)
* I Lost My To Do List! (Personal Planning / Event Planning)
* Social What? (Beginning Technology for Organizations)
* Why Didn't Anyone Tell Me! (Mistakes to Avoid)

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**Is there any way to creatively separate each event?**

**Social Events (tab)**

SPE can provide the extra hands an individual or organization desperately needs when planning social events.

**Non- profit-** S.P.E. can help you and your staff brainstorm to determine what event best promotes your mission and goals. S.P.E. has developed Job-a-thons, parades, fundraising banquets, and mission trips to name a few. The organizational needs for non-profits vary so contact S.P.E. today. (should link to contact us form)

**Family Reunions**- *You want to host but not do* ***all*** *of the work?*

* Site selection, transportation, and hotel bookings
* Vendors (catering, t-shirts, and other family keepsake items)
* Contact management (website, social media, mailing lists)

S.P.E. Help me plan my reunion! (Click here) (Should go to contact us form)

**Baby Showers/ Parties-** *You want to host but need a few ideas to make the moment unforgettable?*

* Site selection
* Vendors (cake decorator, unique gifts, photography, DJ)
* Decorations

S.P.E. Help me plan my party! (Click here) (Should go to contact us form)

**Sporting Events-** *You are part of a Sports program and need help organizing?*

* Parent/ Volunteer involvement
* Social media/ website/ contact management
* Fundraising/ sponsorship letters
* Organizational help

**Small Business** (tab)

**Saffron Planning & Events (SPE)** assists with developing and implementing **strategies** that positively impact all of our clients. We developed S.P.E. Strategy to assist small businesses with **organization** and **time management** to facilitate increase in productivity. S.P.E. encourages small businesses to use entities like SCORE and the Small Business Administration to leverage the vast resources that they offer.

S.P.E.’s role is to help our client outline their goals and to provide assistance along the way that is unique to every client. Depending on the stage of your business, this could mean help with writing a business plan, to assisting with a social media campaign, reviewing organizational systems in place, or contract procurement. S.P.E.’s desire is to see individuals and organizations succeed. When our clients reach milestones, S.P.E. succeeds.

**Some of Our Services include:**

* **Initial Business start up** *(You want to start a small business but need some direction)*
* **Social media/ contact management campaigns** *(No time to update content, Help!)*
* **Organization and Time Management** *(Feel like you never have enough time?)*
* **Vendor Management** (Need better deals on Products and Services for your business?)
* **Gumbo-** Hey S.P.E.,do you know \_\_\_\_\_\_? (We will get an answer for you)

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**Testimonial** (tab)

Our clients and partners are critical to the success of Saffron Planning & Events’ mission! Feel free to contact us (link to contact us page) or any of our partners or clients to learn more about S.P.E.

I will add logos with links later