



MYTH BUSTING

Event planning is far more than organizing parties—strategic planners like EES align every detail with your business goals, ensuring ROI, brand alignment, and seamless execution across events of all sizes. With deep industry connections, cultural integration, and crisis management expertise, we save you time, reduce costs, and deliver impactful, personalized experiences—without the stress.

MYTH:
CORPORATE EVENT PLANNERS
ARE JUST THERE TO DECORATE,
HANDLE CATERING, AND MANAGE
THE GUEST LIST.

FACT:

While we do handle the details, a true event planner is a strategic partner. We align every element of your event with your business goals, ensuring you achieve measurable results, whether it's brand awareness, networking, or team building. It's not just about making things look good—it's about making things work for your company. Our proven and proprietary method ensures everyone is aligned and assured of the ROI. The result is attendees that are engaged, planners that are confident and leadership that's impressed. At EES, we guarantee events that are strategically driven without sacrificing fun.

MYTH:
CORPORATE EVENT PLANNERS
ARE A LUXURY, AND HIRING
ONE WILL DRIVE UP YOUR COSTS.

FACT:

In reality, we can often save you money. We have established relationships with venues, vendors, and suppliers, meaning we can secure better deals and negotiate costs you might not be able to on your own. Plus, with our years of experience, we avoid costly mistakes and last-minute surprises that could make things more expensive in the end. Not only do we save you money, we generate bandwidth for your team, meaning more things get accomplished to push your business forward!

MYTH:

EVENT PLANNERS ARE DISCONNECTED
FROM YOUR BUSINESS AND WILL
PRODUCE GENERIC,
OFF-THE-SHELF EVENTS.

FACT:

The right planner takes the time to learn about your company's culture, objectives, and audience. At EES, we don't just throw together a one-size-fits-all event. We embed ourselves into your organization and tailor every detail to reflect your brand's voice and meet your strategic goals. This means fully understanding your values, vision, and the unique needs of your team. We take the time to learn your communication style, guiding principles, and what resonates most with your audience. By building strong, collaborative relationships and being flexible with our approach, we ensure every event reflects your company's ethos, fosters employee engagement, and strengthens your internal culture. Whether it's through creative brainstorming sessions or aligning with your company's goals, we seamlessly integrate ourselves into your environment to deliver events that feel authentic and impactful. From the tone to the activities, we make sure the event is a reflection of you and your people.

MYTH:
**ANYONE WITH ORGANIZATIONAL
SKILLS CAN MANAGE AN EVENT,
SO HIRING A PLANNER
IS UNNECESSARY.**

FACT:

Event planning goes far beyond creating checklists. It demands meticulous attention to detail, masterful timeline management, and the ability to juggle multiple vendors and moving parts simultaneously. At its core, great event execution depends on precise organization and the ability to remain calm under pressure—especially when the unexpected happens.

The true value of an experienced event planner lies not just in what they can plan, but in how they respond when things don't go according to plan. Whether it's a last-minute venue change, technical issues, or a catering delay, a skilled planner brings grace under pressure and taps into well-established vendor relationships to quickly find solutions. This level of crisis management ensures the event stays on track—without the client ever feeling the disruption.

When you work with us at EES, you're tapping into over 100 years of combined event planning expertise. We've encountered—and successfully resolved—nearly every type of challenge imaginable. From the smallest details to large-scale logistics, we bring structure, composure, and experience to every moment of the process.

The benefit of that depth is simple: you get a team that knows how to anticipate needs, manage complexity, and deliver exceptional events—on time, on budget, and without stress. Our calm, detail-oriented approach ensures your event runs smoothly and leaves a lasting impression.

MYTH:

EVENT PLANNERS ARE ONLY
USEFUL FOR HUGE, COMPLEX
EVENTS LIKE CONFERENCES
OR TRADE SHOWS.

FACT:

For more intimate gatherings, our value lies in the details. Fewer attendees doesn't necessarily mean less complexity—in fact, with a more focused guest list and higher expectations for personalization, there's often less room for error. Every element is noticed, and each detail matters. We ensure each moment is intentional, well-curated, and stress-free, allowing your team to focus on connection rather than coordination. Whether it's a small executive meeting, an incentive trip, or a board retreat, we cater to events of all sizes. We know that the success of any event, big or small, hinges on the same principles: attention to detail, strategy, and seamless execution. It also ensures that your entire events program - big or small - are strategically aligned and cohesive.

TO LEARN MORE CONTACT:

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