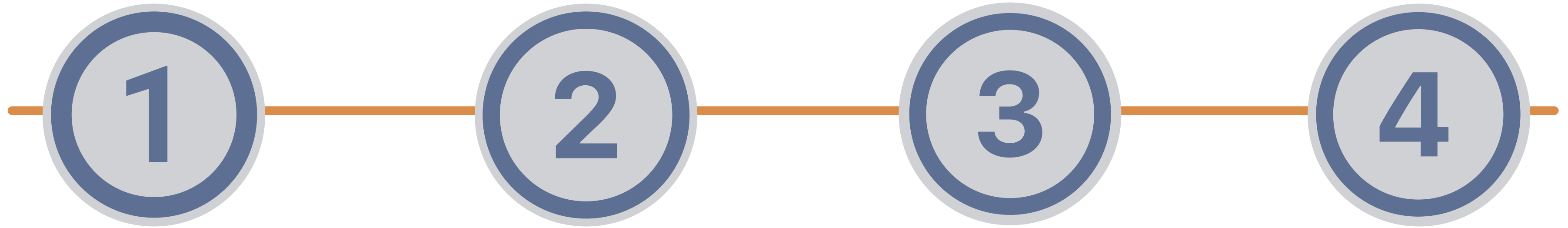


# The Utopia Planning Process



## THE DISCOVERY PHASE

You'll connect with our team during a discovery call. We'll use this time to get a better understanding of your goals, outcomes, and expectations. We'll dive deep into the vision for your event and introduce you to the planning and logistics team.

## THE DESIGN PHASE

This is where the fun begins! Jordi and Roe will begin to design the event of your dreams. Over three different calls, we will walk through the ROS and timeline, floor plan, and program design, and begin conversations with your vendors. Our team will be here every step of the way!

## THE EXECUTION PHASE

It's event day! Our team will be on site for the entire day to handle all technical aspects of your production. From running the lighting, visuals, and music to getting the party started at the end of the night, we are your go-to's for anything you may need so that you can be a guest at your event.

## THE DEBRIEF PHASE

After your event is over, our team will reach out to schedule a time to debrief. We'll hop on a Zoom call or meet for coffee and discuss wins, highlights, and how we might create even more impactful memories next year.