



from brief to belief

PROPOSAL

DESIGN & STORYTELLING

by Kimberly Laughlin

how I Build Proposals That Sell the Experience

Strong proposals don't just present options; they create belief.
My approach combines strategy, narrative, and experience design to help decision-makers clearly see why an experience works before they ever approve it.

1 Start with the Business Goal
I begin by identifying the real objective behind the ask, whether that's motivation, retention, alignment, or growth, so every recommendation serves a clear business purpose.

2 Create a Narrative Thread
I develop a unifying idea that carries through the entire proposal, helping stakeholders understand how each moment contributes to the overall experience and outcome.

3 Design for Decision-Makers
Proposals are structured for executives and stakeholders who need clarity quickly. Hierarchy, flow, and storytelling come before decoration.

4 Balance Inspiration with Feasibility
Every concept is paired with operational reality. Ideas must feel aspirational and achievable to build confidence, not hesitation.

5 Make Complexity Feel Simple
Complex programs are distilled into clear, intuitive stories, making it easy for clients to evaluate, support, and champion the recommendation internally.

Strategic Throughline

Using Narrative Markers to Connect Strategy to Experience

The Challenge

Complex incentive programs are difficult for stakeholders to evaluate. Without a clear throughline, great ideas can feel disconnected or hard to champion internally.

The Approach

I use simple narrative markers, such as a brand color, icon, phrase, or visual cue, to help decision-makers connect each recommendation back to the core strategy. In this proposal, the red dot became a subtle recurring signal that tied experience moments back to the “Beyond the Bond” concept.

Why It Works

- Creates a clear path through complex proposal content
- Helps stakeholders understand how each moment supports the business goal
- Makes the proposal easier to remember, discuss, and defend internally
- Flexes across brands through color, icons, logo elements, or custom visual cues

A small visual system can make a complex experience feel intentional, connected, and easier to approve.

*Selected proposal work created in a professional agency environment. Some client and agency details have been generalized for confidentiality.

"Beyond the Bond"

A Journey of Deeper Connection

The “Beyond the Bond” theme isn’t just a tagline, it’s the heartbeat of this entire experience. Each thoughtfully designed moment in Thailand brings your people closer together in meaningful, memorable ways. This is more than a trip; it’s a shared story you’ll be telling long after the bags are unpacked.

● Look for the red dot throughout the presentation to see how each moment reflects the “Beyond the Bond” experience.

“Beyond the Bond” is the emotional arc of this program. From the first toast to the final dance under the moon, every moment is designed to strengthen bonds across teams, elevate purpose, and create lasting memories. Through shared experience, cultural immersion, collaboration, and fun, guests don’t just reconnect, they grow beyond what they thought possible, together.

Beyond the Bond in Action

Environmental & Community-Focused Team Building

In Thailand, every experience becomes an opportunity to connect more deeply with each other, with culture, and with purpose. Our carefully curated team-building program is designed to spark collaboration, creativity, and camaraderie through unforgettable, hands-on activities.

From joyful cultural exchanges to meaningful environmental impact, each moment encourages your teams to move beyond the expected and into the extraordinary.

● Activities like turtle pond cleaning, releasing blue swimming crabs, and the Sireetarn Marine Center visit help guests give back while working together. They offer rare opportunities to connect over something bigger than themselves. Your guests will bond through purpose, strengthening connections not just within teams, but with the local community and environment.



A Relaxing Welcome to Thailand

Guests will be warmly welcomed into Thailand with a beautifully curated evening that blends tropical charm with graceful Thai hospitality. Set on the serene beach lawn surrounded by lush greenery and natural textures, this first night sets the tone for an unforgettable journey.

Elegant rattan lounge seating and tall cocktail tables invite guests to unwind and mingle while enjoying refreshing tropical cocktails from a custom-designed bar. Golden accents, soft lighting, and rich greenery bring a sense of warmth and intimacy to the evening.

A curated selection of traditional Thai heavy hors d'oeuvres will be passed throughout the evening, offering guests an enticing introduction to Thailand's rich culinary heritage in a more relaxed, social style. Gentle instrumental music and optional cultural touches set a serene and welcoming tone, striking the perfect balance of sophistication, authenticity, and laid-back enjoyment. It's not just a welcome to Thailand, but the beginning of an unforgettable experience.

● This tranquil yet elegant opening night sets the tone for connection. With soft tropical tones, Thai hospitality, and shared cocktails under the stars, the evening invites guests to slow down, breathe in their surroundings, and reconnect with colleagues and themselves. Your guests will bond with each other over shared stories, laughter, and first impressions, with the serene beauty of Thailand as the backdrop.



Healthcare Incentive Client — Horizons of Excellence

A narrative-led incentive proposal designed to celebrate achievement and inspire what's next.

This proposal demonstrates how a clear narrative system, strategic destination selection, and experience design come together in a fully realized incentive program.

Developed in response to the Healthcare Incentive Client RFP, Horizons of Excellence was created as an end-to-end concept, from naming and visual direction to experience flow and on-site moments.

The result is a proposal that makes a complex program feel intentional, aspirational, and easy to champion.

The following pages highlight select moments from the proposal.

My Role: Proposal strategy · narrative development · copy · visual direction

Scope: Full incentive program

Outcome: Winning proposal



Destination Strategy

Carefully selected locations that balance aspiration, accessibility, and experience impact — reinforcing the program's recognition value without unnecessary complexity.



Experience Design Highlights

Each moment within the program was designed to reinforce the Horizons of Excellence narrative, celebrating achievement while creating space for connection, reflection, and momentum.

From arrival through on-site experiences, the program balances elevated moments with effortless flow, ensuring the experience feels meaningful rather than overproduced.



Designed for Confidence & Execution

While the proposal leads with narrative and inspiration, every recommendation is grounded in feasibility.

Complex logistics, timelines, and stakeholder needs are organized into a clear, intuitive structure, allowing decision-makers to evaluate the program with confidence and support it internally.

Program at a Glance

DAY 1

Arrival & Welcome in Paradise

Afternoon:
VIP arrival: Private airport transfer to a 5-star oceanfront resort.

Check-in: "Welcome" gift (e.g., branded local craft, premium luggage tags, or customized apparel).

Evening:
"Sunset Welcome Reception": Beachside or rooftop cocktail hour with acoustic live music.

Light, informal Welcome Dinner allowing for socializing.

DAY 2

Adventure & Authentic Local Culture

Morning:
Choice of "Choose Your Own Adventure" Activities:

- Option A (Adventure): Guided catamaran snorkeling trip or ATV jungle tour.
- Option B (Culture): Local cooking class or exclusive private museum tour.

Afternoon:
Unstructured time for spa treatments or relaxing by the pool/beach.

Evening:
"Dine Around" Program: Dinner vouchers for various top-tier, local, off-property restaurants to give guests flexibility.

DAY 3

Impact, Recognition & "Wow" Factor

Morning:
"Impact Session": Short, high-energy 1-hour breakfast session with leadership sharing future vision and celebrating accomplishments (no long PowerPoints).

Afternoon:
Free time for independent exploration or optional group shopping/adventure.

Evening:
"Farewell Dinner": A 5-star, high-end experience (e.g., private yacht dinner, beachside banquet, or historic venue).

DAY 4

Farewell & Departure

Morning:
Leisurely farewell breakfast at the hotel.

Optional morning yoga or final spa session.

Afternoon:
Private transfers back to the airport.

Optional: Small departure gift (e.g., personalized photo book of the trip sent later)

Healthcare Incentive Client 2027 — From Winning Proposal to Continued Partnership

After selecting our team for their incentive program, the client returned to begin planning their 2027 trip with us.

This follow-on proposal builds on the trust established through the original win, using the same strategic approach: thoughtful destination positioning, clear program storytelling, and recommendations designed to feel both inspiring and easy to approve.

The 2027 work extends the relationship, showing how a strong proposal can create confidence beyond a single decision and support long-term client growth.

My Role: Proposal strategy · destination positioning · narrative development · copy · visual direction

Outcome: Client relationship expanded into 2027 incentive planning



A winning proposal did more than secure the program. It helped build the confidence for what came next.

Financial Services Incentive Client — A World of Rewarding Possibilities

Narrative & Visual Direction for a Long-Term Incentive Program



Visual direction developed to reflect exclusivity, global sophistication, and long-term prestige for an elite audience.

Design & Brand Strategy: Creating Elite Appeal

This incentive program was designed for the top tier of the client's performers, an audience with the means, access, and experience to travel anywhere at any time. Because of that, the proposal needed to feel truly elite, not promotional or transactional.

To meet that expectation, I developed a refined visual and tonal direction inspired by classic global travel and understated luxury. The design favors restraint, heritage cues, and quiet confidence over trends or excess.

The color palette and typography were intentionally chosen to evoke:

- Global sophistication
- Longevity and credibility
- Exclusivity without ostentation

Classic travel iconography, including compass motifs, maps, and directional elements, reinforces the idea of a curated journey rather than a single trip, aligning with the program's long-term nature (2027–2032). The result is a proposal that feels timeless, elevated, and worthy of an audience that values discernment over spectacle.



typography

Headings: Playfair Display
Subheadings: Montserrat Regular
Body: Montserrat Light
Emphasis, quotes, header on visual only pages: Allura

color palette

*Selected proposal work created in a professional agency environment. Some client and agency details have been generalized for confidentiality.

Overview

In response to a structured RFP, I developed *A World of Rewarding Possibilities* as the narrative framework to unify six required responses into a single, cohesive story. The proposal was designed as a magazine-style flipbook to support executive review and long-term program vision.

Audience:

Financial advisors, leadership stakeholders, and executive decision-makers.

Objective:

Support long-term retention, recognition, and motivation through a premium, future-facing incentive program.

Narrative Strategy

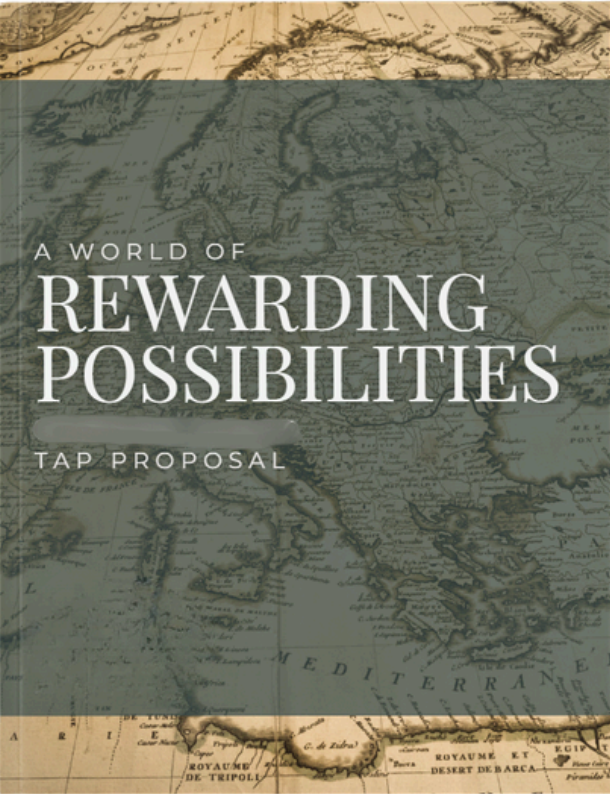
A World of Rewarding Possibilities positions incentive travel as a portfolio of exceptional experiences, designed to evolve over time while maintaining a consistent sense of prestige and intention.

How the Experience Supports the Business Goal

By matching the visual language and tone to the expectations of an elite audience, the proposal reinforces the value of the reward itself, strengthening emotional impact, participation, and long-term engagement.

My Role: Narrative strategy · visual direction · copy · executive proposal structure

Outcome: Strategic concept developed for long-term incentive vision



Narrative, visual direction, and copy developed in response to RFP objectives for a long-term (2027–2032) incentive program serving the client’s most elite performers.





Brand & Visual System Proposals

This section highlights narrative-driven visual systems that quickly translate complex RFP requirements into cohesive, branded environments.

Each example demonstrates how strategic page design, visual hierarchy, and brand-aligned palettes create clarity, consistency, and impact across multiple formats, audiences, and investment levels, often under tight timelines and limited inputs.

A disciplined, repeatable page framework designed to reduce cognitive friction and speed decision-making, while translating complex RFP inputs into cohesive, brand-aligned systems.

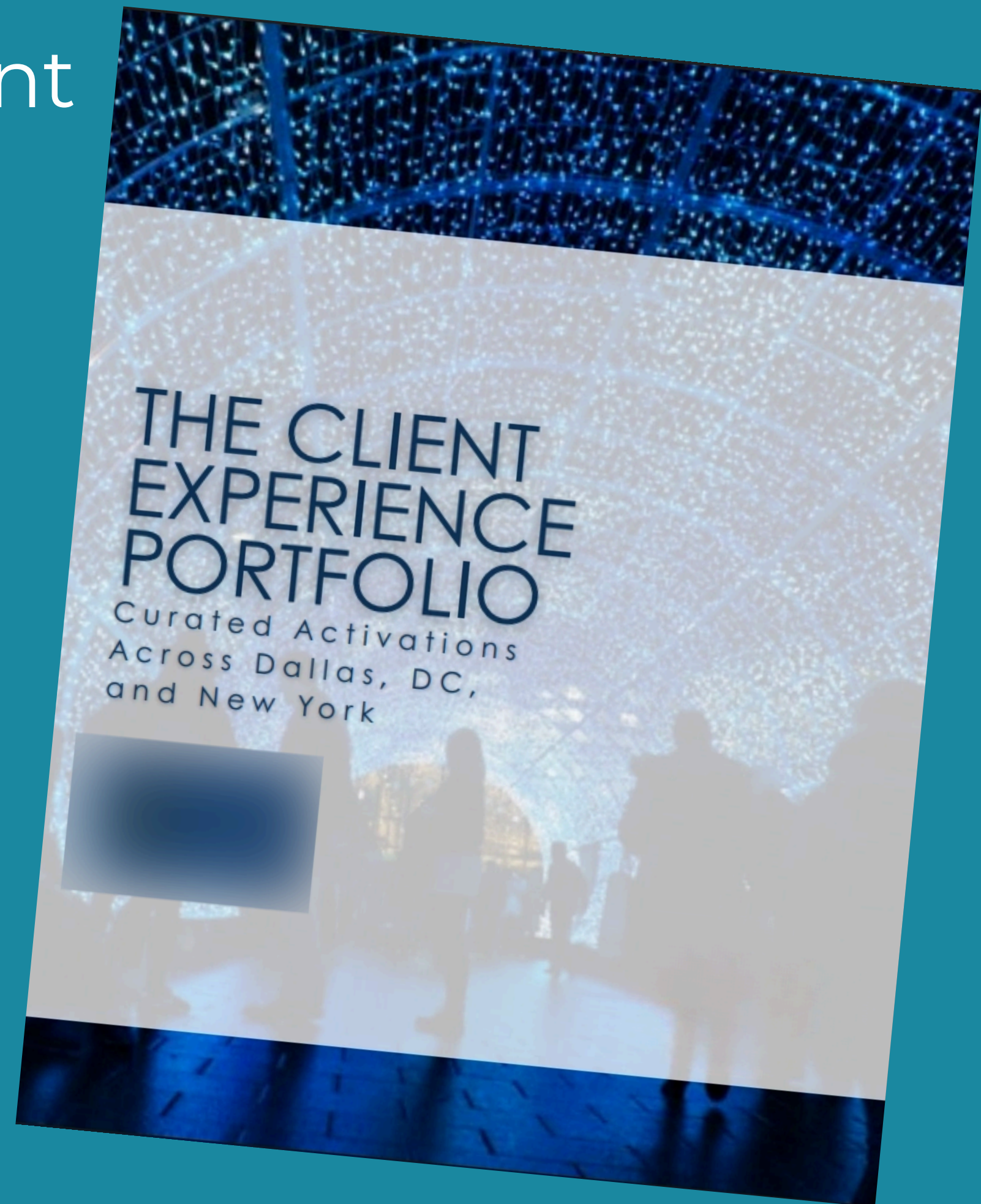
Professional Services Client Client Experience Portfolio Narrative & Visual System Design

Developed in response to a multi-city RFP with varying budgets, unknown guest counts, and distinct engagement goals, the Client Experience Portfolio was designed as a flexible, modular visual system.

The proposal architecture prioritizes clarity and scalability, allowing each experience to stand on its own while maintaining a unified look, tone, and design language across all pages.

My Role: Proposal architecture · visual system design · experience positioning · copy

Outcome: Winning proposal



Design Framework & Page Architecture

The client proposal is structured around a repeatable page framework that guides the reader intuitively through each experience.

Each concept follows a consistent visual sequence — overview, ambiance, activations, entertainment, and investment — allowing stakeholders to quickly understand scope, intent, and scale without reorienting from page to page.

This standardized structure enables clear comparison across cities, engagement styles, and budget levels while maintaining a unified look, tone, and design language throughout the portfolio.



Scalable Design Across Markets

While each client experience is tailored to its market context and audience, the visual language remains consistent throughout the portfolio.

Typography, spacing, imagery treatment, and color usage are intentionally restrained to preserve cohesion as the system scales across different cities, engagement styles, and investment levels.

This approach allows the design to adapt without fragmenting, ensuring every experience feels distinct yet unmistakably part of a unified brand system.

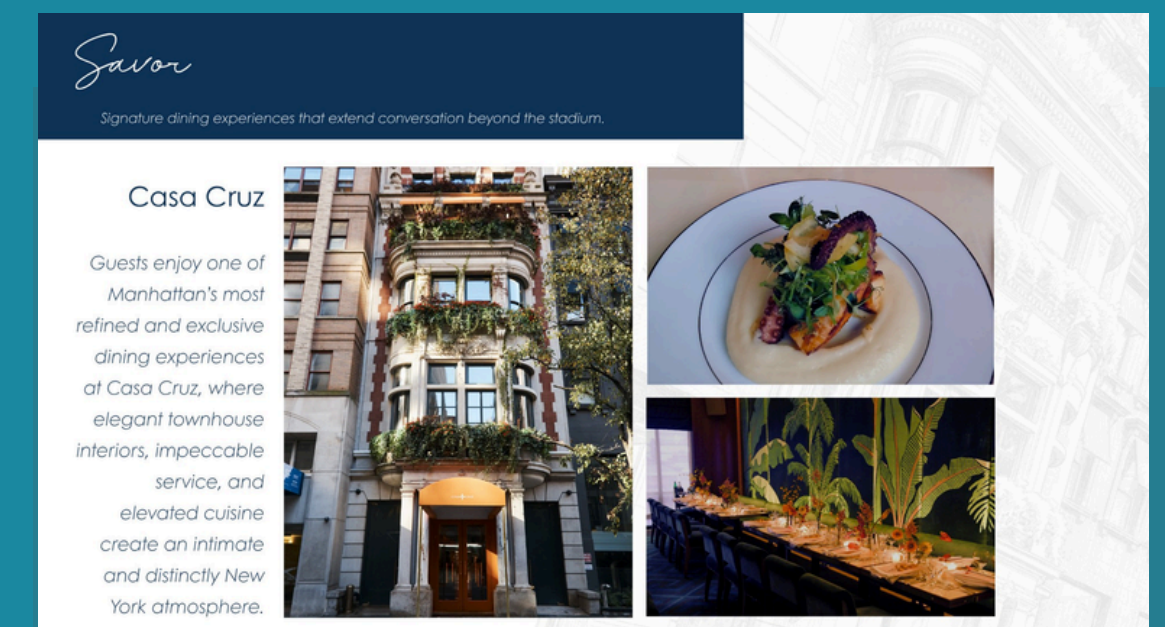


U.S. Open — Modular Client Hospitality Experience

After winning the Professional Services Client account, this follow-on proposal translated the same structured approach into a premium U.S. Open hospitality program.

Rather than presenting one fixed recommendation, the proposal was built as a flexible experience framework, allowing stakeholders to compare trip length, ticket access, accommodations, dining, gifting, transportation, and overall investment with clarity.

The result is a polished client-facing proposal that feels elevated, practical, and easy to refine.



Built for Flexible Decision-Making

Four program structures helped stakeholders compare trip length, ticket access, and overall guest flow.

The proposal gave the client multiple ways to shape the experience without losing clarity or polish.

Agenda Option 1

A seamless blend of world-class tennis, elevated hospitality, and VIP access..

One Night/One Ticket

Guests arrive in New York for an elevated overnight experience featuring premium accommodations, exclusive U.S. Open hospitality, and an exciting Friday night match at Arthur Ashe Stadium.

Day 1

Arrivals — Check-in

Transfer to Arthur Ashe Stadium

U.S. Open Night Match

Dinner at Arthur Ashe Stadium

Day 2

Breakfast

Check-out

Departures

Agenda Option 2

A seamless blend of world-class tennis, elevated hospitality, and VIP access..

One Night/Two Tickets

Guests enjoy an elevated overnight New York experience featuring premium accommodations, exclusive U.S. Open hospitality, and both Friday evening and Saturday daytime matches at Arthur Ashe Stadium.

Day 1

Arrivals — Check-in

Transfer to Arthur Ashe Stadium

U.S. Open Night Match

Dinner at Arthur Ashe Stadium

Day 2

Breakfast

Check-out

Transfer to Arthur Ashe Stadium

U.S. Open Day Match

Lunch at Overlook/Blue Room

Agenda Option 3

A seamless blend of world-class tennis, elevated hospitality, and VIP access..

Two Nights/One Ticket

Guests enjoy a two-night New York experience featuring premium accommodations, exclusive U.S. Open hospitality, a Friday night match, and a curated NYC excursion.

Day 1

Arrivals — Check-in

Transfer to Arthur Ashe Stadium

U.S. Open Night Match

Dinner at Arthur Ashe Stadium

Day 2

Breakfast

NYC Excursion

Dinner at NYC Restaurant

Day 3

Breakfast

Departures — Check-out

Agenda Option 4

A seamless blend of world-class tennis, elevated hospitality, and VIP access..

Two Nights/Two Tickets

Guests enjoy a two-night New York experience featuring premium accommodations, exclusive U.S. Open hospitality, Friday evening and Saturday daytime matches, and curated dining throughout the program.

Day 1

Arrivals — Check-in

Transfer to Arthur Ashe Stadium

U.S. Open Night Match

Dinner at Arthur Ashe Stadium

Day 2

Breakfast

Transfer to Arthur Ashe Stadium

U.S. Open Day Match

Lunch at Overlook/Blue Room

Dinner at NYC Restaurant

Day 3

Breakfast

Departures — Check-out

Turning Options Into Investment Clarity

Hospitality levels, inclusions, and estimated costs were organized to support practical budget conversations.

Experience

Premium hospitality designed to create meaningful client connection.

Hospitality Experiences

Each offering a distinct blend of premium seating, curated dining, and upscale amenities tailored for executive entertaining. From vibrant social lounges to exclusive courtside hospitality, each option delivers a refined and memorable tournament experience.

Feature	The Overlook	The Overlook+	The Blue Room
Seating Experience	Loge Level seating in Arthur Ashe Stadium	Premium Courtside Bowl seating in Arthur Ashe Stadium	Elite courtside seating placing guests close to the action
Culinary Experience	Chef-curated buffet with rotating culinary stations	Full access to the same elevated culinary experience	Plated multi-course dining with a curated chef-driven menu
Beer & Wine	Included throughout the experience	Included throughout the experience	Included throughout the experience
Premium Spirits	Available for purchase	Included premium & specialty spirits	Included premium & specialty spirits
Hospitality Lounge	Sophisticated indoor-outdoor lounge with rooftop terrace access	Sophisticated indoor-outdoor lounge with rooftop terrace access	Exclusive club-style hospitality lounge with refined dining and premium service

Experience Investment

Flexible program options designed to balance premium hospitality experiences with varying investment levels.

For budget comparison purposes, pricing has been based on accommodations at a luxury hotel and the U.S. Open Overlook+ hospitality experience.

	Agenda 1 - One Night / One Ticket	Agenda 2 - One Night / Two Tickets	Agenda 3 - Two Nights / One Ticket	Agenda 4 - Two Nights / Two Tickets
Luxury Hotel Accommodations*	\$12,000	\$12,000	\$48,000	\$48,000
Friday Night U.S. Open - Overlook + Hospitality**	\$1,000	\$1,000	\$1,000	\$1,000
Saturday Day U.S. Open Overlook + Hospitality**	—	\$1,000	—	\$1,000
Sprinter Transportation	\$4,000	\$12,000	\$4,000	\$12,000
Breakfast	\$1,000	\$1,000	\$2,000	\$2,000
NYC Restaurant Dinner	—	—	\$12,000	\$12,000
NYC Excursion - Yacht Cruise	—	—	\$1,000	—
Event Staff	\$4,000	\$4,000	\$4,000	\$4,000
Dispatch Staff	\$700	\$4,000	\$4,000	\$4,000
Daily Staff Per Diem	\$400	\$400	\$400	\$400
Gifting	\$1,000	\$1,000	\$1,000	\$1,000
Managment Fee	\$4,000	\$11,700	\$14,000	\$14,000
Estimated Total	\$31,400	\$49,100	\$104,700	\$104,700

*Estimated costs may be reduced through the selection of alternative accommodations, including other moderate-priced hotel options. All pricing is preliminary and subject to change based on availability, final program selections, and market conditions.

Creative recommendations were paired with a decision-ready structure, helping the client refine the program with confidence.

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Global Consumer Goods Enterprise Enterprise Brand Systems Across Business Units

Developed in response to a complex, multi-division RFP, this work demonstrates a scalable visual system designed to support the client's diverse portfolio while maintaining consistency, clarity, and brand integrity.

Each business unit — Industrial, Beauty, and Home Care — required its own visual language, tone, and audience strategy. Rather than a one-size-fits-all approach, the system was intentionally designed to flex by division while remaining unified under a shared structural framework.

This approach enables the client to deploy experiences efficiently across brand, sales, trade, and internal environments, without fragmenting identity or diluting impact.

My Role: Enterprise proposal strategy · visual system development · copy · brand alignment

Outcome: Winning proposal



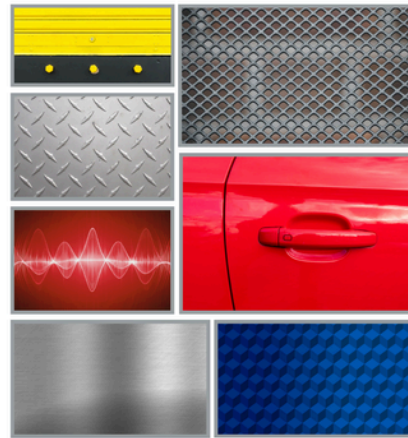
INDUSTRIAL *Technologies*

Precision. Performance.
Partnership.

Events within Industrial Technologies are designed to reflect technical expertise, reliability, and real-world application. These experiences prioritize clarity, functionality, and credibility, supporting audiences who value performance, proof points, and practical solutions.

From industry trade environments to internal knowledge-sharing moments, each event is built to communicate confidence, enable informed decision-making, and strengthen long-term partnerships.

All event types within this brand are unified by a focus on expertise, efficiency, and execution excellence.



Main materials:
Industrial textures, metallics, bold reds/blues



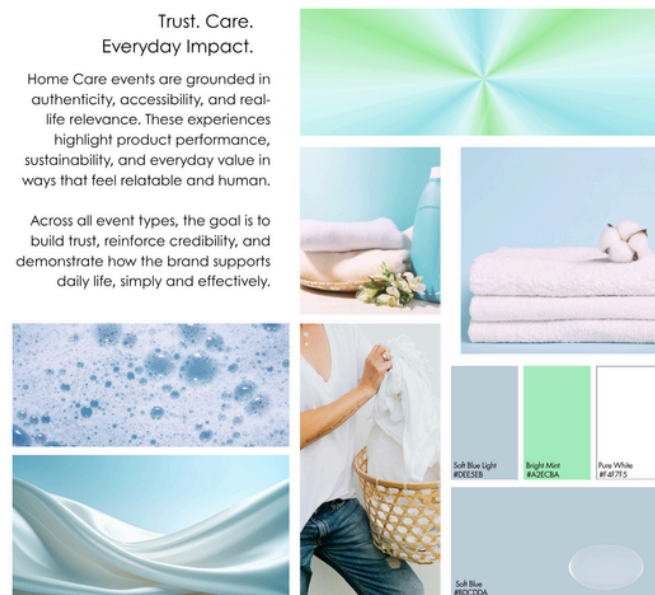
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HOME *Care*

Trust. Care.
Everyday Impact.

Home Care events are grounded in authenticity, accessibility, and real-life relevance. These experiences highlight product performance, sustainability, and everyday value in ways that feel relatable and human.

Across all event types, the goal is to build trust, reinforce credibility, and demonstrate how the brand supports daily life, simply and effectively.



Main materials:
Clean whites, fresh blues/greens, airy fabrics, scent-inspired visuals

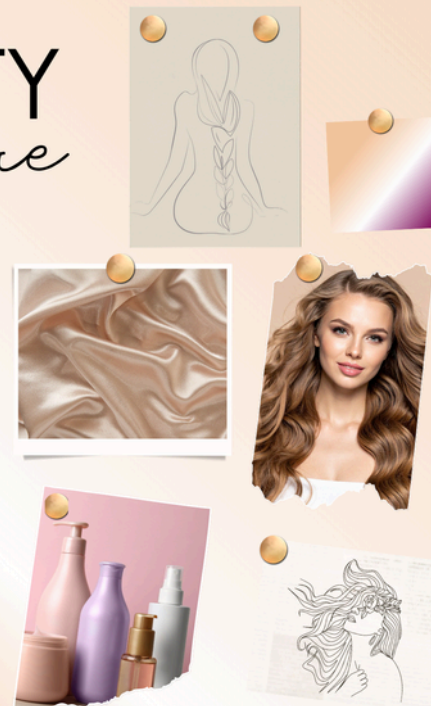
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BEAUTY *Care*

Expression. Innovation.
Emotional Connection.

Beauty Care events are immersive, expressive, and consumer-centric. These experiences emphasize storytelling, sensory engagement, and visual impact, creating moments that spark connection and inspire loyalty.

Whether engaging consumers, retail partners, or internal teams, events under this brand celebrate individuality, creativity, and innovation while maintaining a strong point of view.



Main materials:
Soft lighting, editorial photography, color gradients, face materials

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Distinct Business Units. One Cohesive System

Each client business unit operates with its own audience expectations, brand tone, and engagement goals. The visual system was designed to honor those differences while maintaining a unified design language across the portfolio.

Color palettes, imagery treatment, and material cues shift by division, reflecting technical precision for Industrial Technologies, expressive storytelling for Beauty Care, and approachable authenticity for Home Care, while typography, spacing, and hierarchy remain consistent.

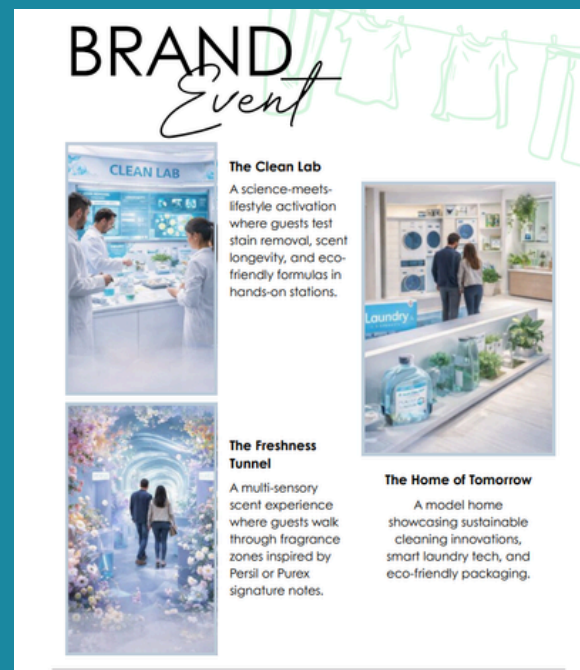
The result is a flexible system that supports brand expression without sacrificing cohesion, efficiency, or scalability.

Scalable Across Event Types & Objectives

The system is intentionally designed to extend across brand, sales, trade, and internal environments without requiring reinvention.

By applying the same visual logic across event types, the system supports fast deployment, consistent execution, and clear storytelling, regardless of audience size, location, or budget.

This modular approach allows the teams to confidently activate experiences, knowing each execution aligns with broader brand standards while remaining adaptable to local needs.



Concept Development & Mood Board Collection

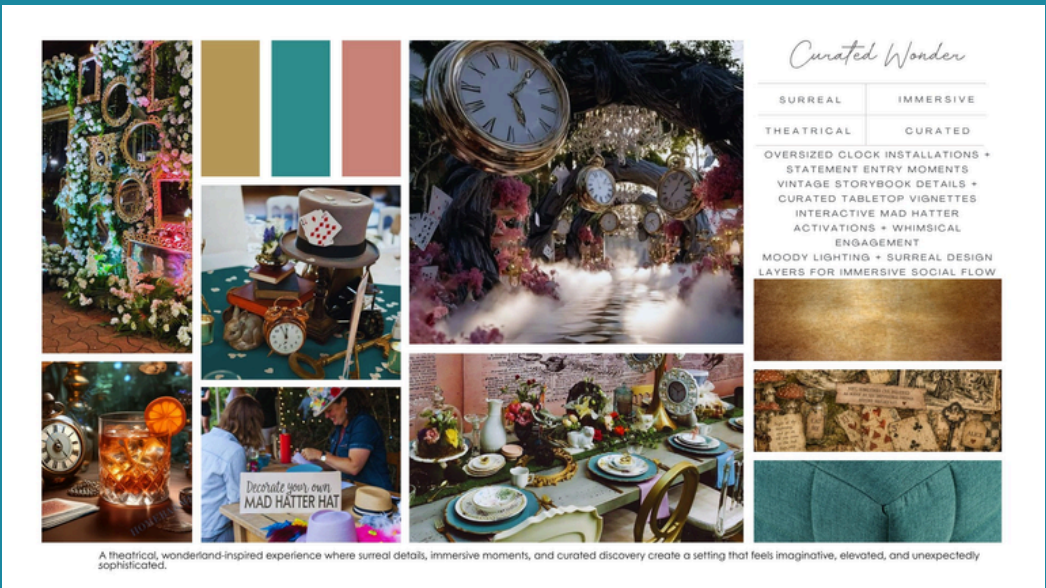
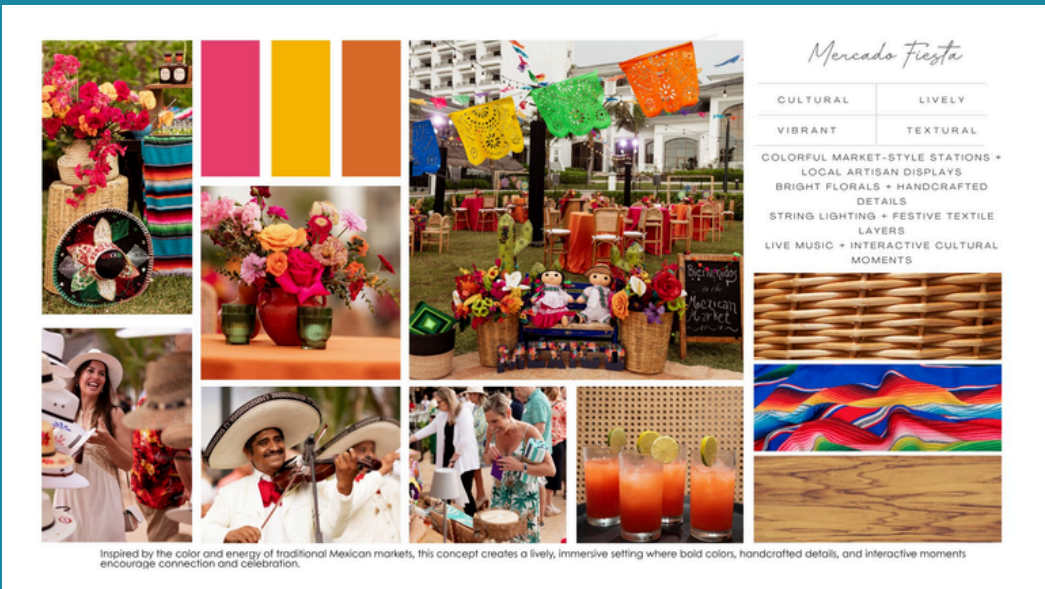
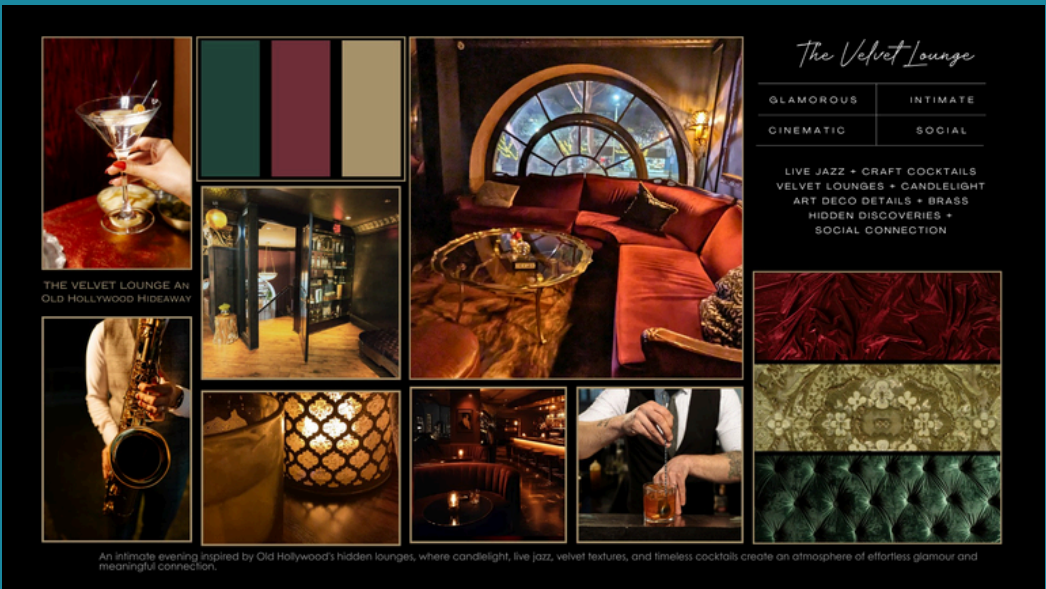
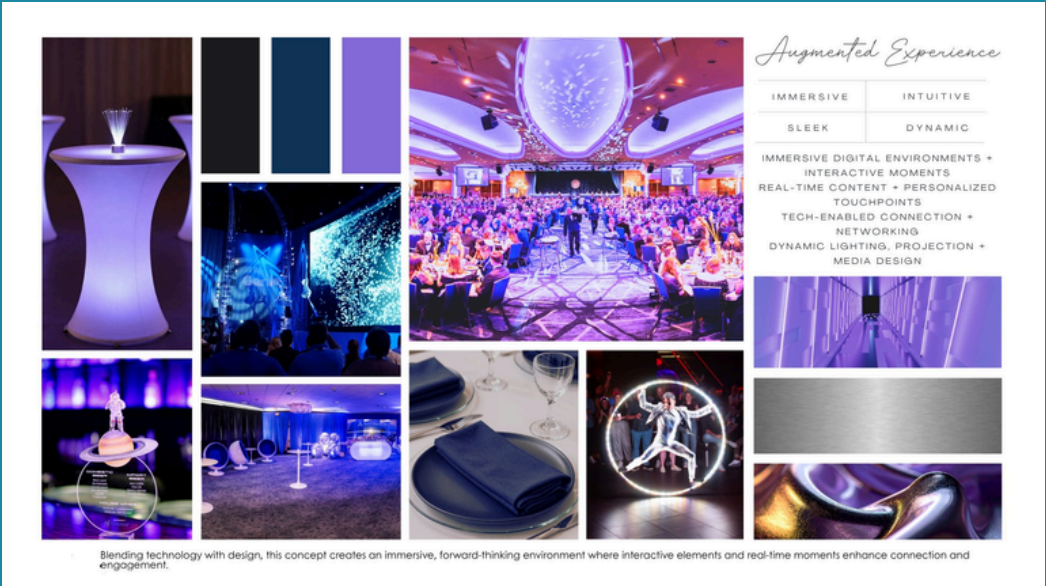
Turning early ideas into clear creative direction for proposals, pitches, and client conversations.

To support faster concept development, I created a collection of event mood boards designed to help sales and planning teams quickly visualize themes, environments, palettes, textures, and guest experience cues.

Each board translates a broad idea into a usable creative framework, including positioning language, visual direction, palette guidance, and adaptable experience cues.

My Role: Concept strategy · theme development · visual direction · copy · sales enablement

Creative direction becomes more valuable when teams can use it quickly, adapt it easily, and sell it clearly.



Concept Exploration: One Brief, Four Creative Directions

To support early concept selection, I developed four distinct creative territories from the same event objective. Each direction translated the brief into a different atmosphere, visual language, and guest experience—giving stakeholders clear creative options to compare.



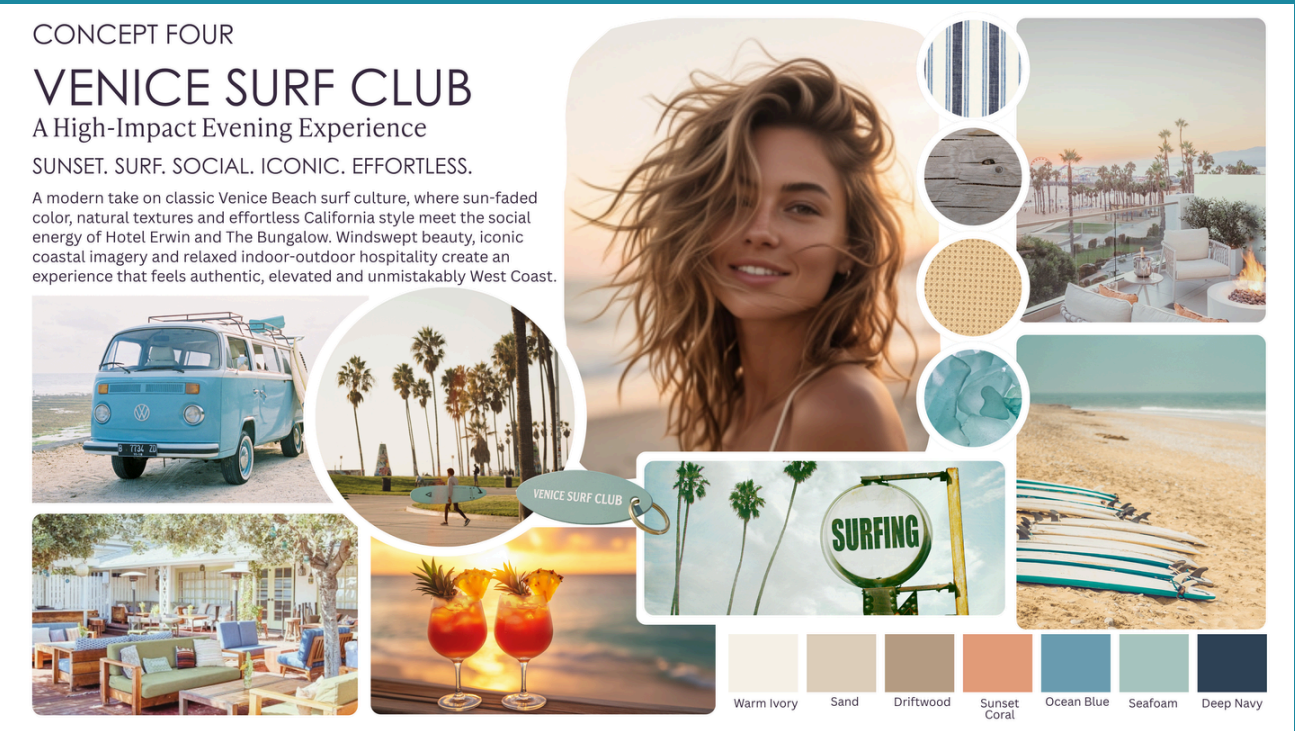
The Golden Era, Reimagined
Cinematic · glamorous · polished



The Coastal Club
Refined · sun-washed · elevated



Venice in Full Color
Bold · artistic · high-energy



Venice Surf Club
Relaxed · iconic · West Coast

One brief can become multiple creative paths when each concept is clearly positioned, visually distinct, and grounded in the guest experience.

Destination & Resort Intelligence Guides

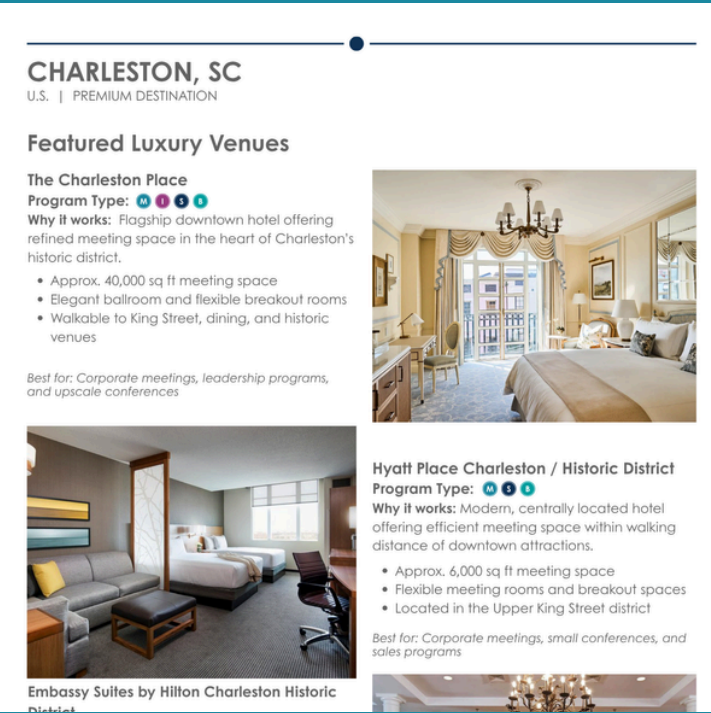
Building decision-ready tools that help sales and planning teams compare destinations, resorts, and program fit.

I created curated destination and resort guides to help teams quickly evaluate program fit across markets, property types, group sizes, experience styles, and incentive potential.

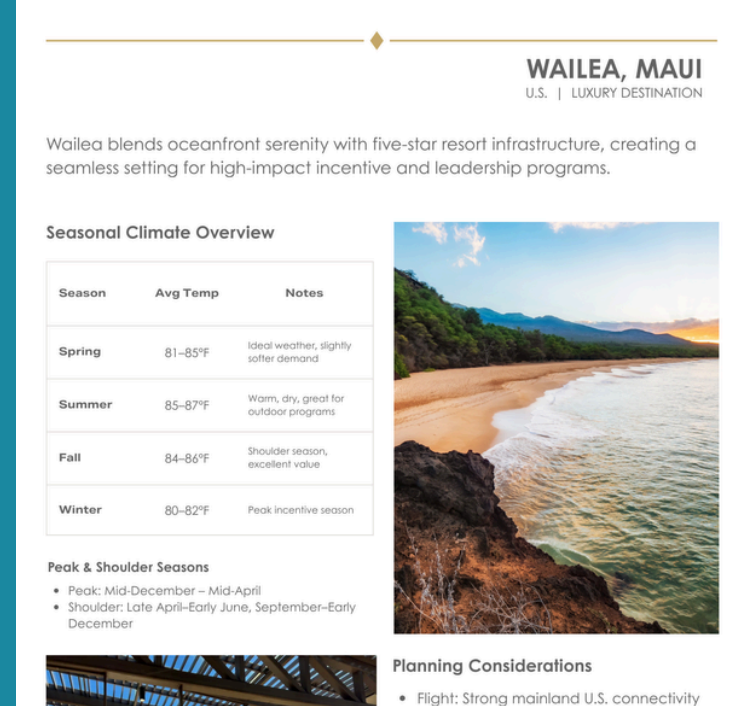
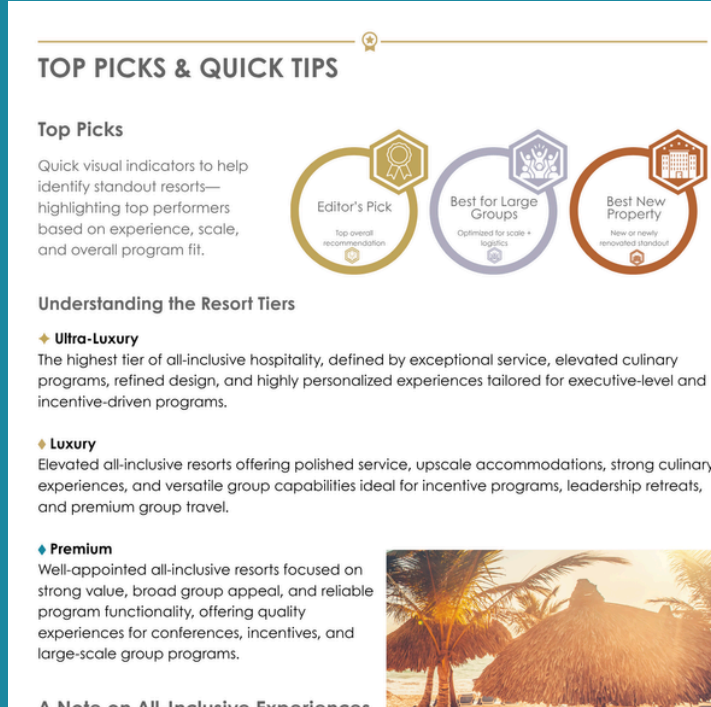
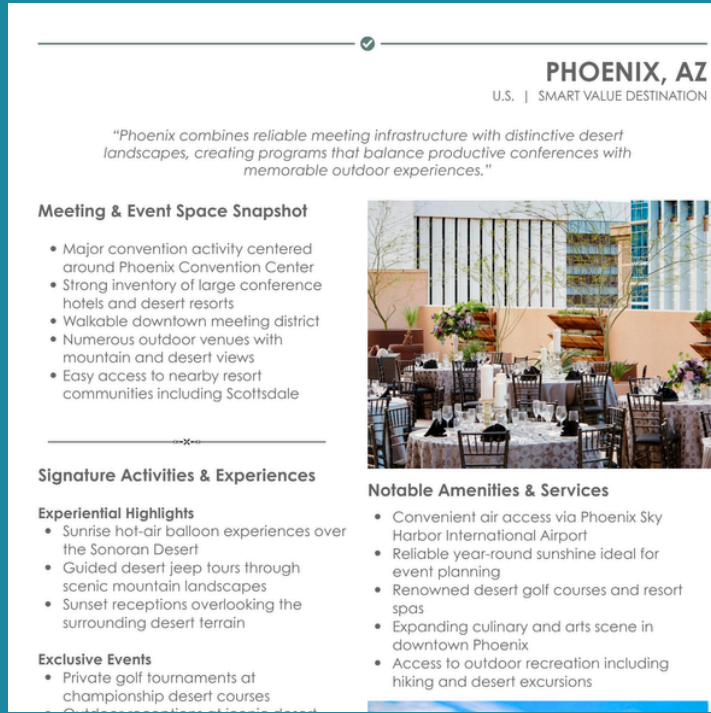
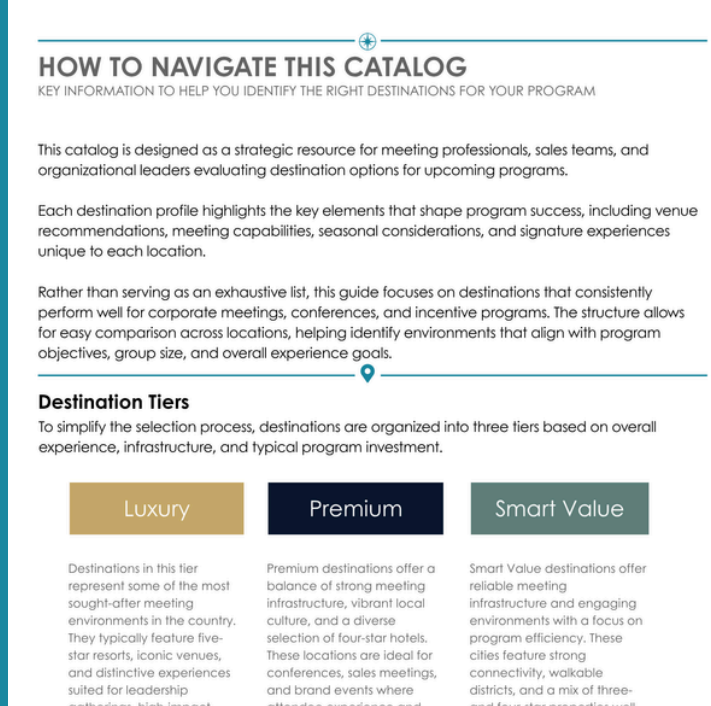
The guides translate scattered destination knowledge into a structured sales enablement resource, making it easier to compare options, support recommendations, and guide early client conversations with clarity and confidence.

My Role: Research curation · content architecture · destination positioning · copy · visual direction

Designed to turn destination research into a practical tool for faster, more confident proposal development.



DOMINICAN REPUBLIC				
TROPICAL. ENERGETIC. ACCESSIBLE.				
Resort	Experience Style	Overall Strength	Ideal Group Size	Audience
Secrets Cap Cana	Refined beachfront luxury	Executive incentives & recognition programs	75-200	Adults Only
Hyatt Zilara Cap Cana	Modern adults-only luxury	Upscale incentive retreats & wellness	75-200	Adults Only
Hyatt Ziva Cap Cana	Luxury integrated beachfront resort	Large-scale incentive & family-friendly programs	150-400	Family
Sanctuary Cap Cana	Boutique coastal luxury	Executive retreats & incentive programs	50-150	Adults Only
Excellence El Carmen	Relaxed adults-only luxury	Incentives & executive retreats	50-150	Adults Only
Breathless Punta Cana	Social beachfront resort	Sales incentives & group celebrations	100-300	Adults Only
Dreams Onyx Punta Cana	Family-friendly modern resort	Large-scale incentive & family programs	150-500	Family
Secrets Royal Beach	Romantic beachfront luxury	Incentives & recognition programs	75-200	Adults Only
Lopesan Costa Bávaro	Contemporary beachfront luxury	Conferences & large incentive programs	200-800	Family
Paradisus Palma Real	Refined luxury beachfront	Executive incentives & upscale retreats	75-250	Family
Majestic Colonial	Expansive beachfront resort	Conferences & large group programs	300-1200	Family
TRS Turquesa	Adults-only elevated luxury	Executive incentives & retreats	50-150	Adults Only
Dreams Macao Beach	Contemporary family beachfront resort	Mixed-audience group programs	150-500	Family



Destination Strategy & Program Experience Planning

Turning broad destination options into a clear recommendation framework, program direction, and experience strategy.

My Role: Destination strategy · research curation · recommendation framework · experience concepting · copy · visual direction

Outcome: Created a decision-ready framework to compare program fit, logistics, hotel options, and experience potential across multiple markets.

Overall Destination *Strategy*



Strongest Fits

Oahu, Las Vegas, Park City, & Sun Valley present the strongest balance of access, distinctive luxury accommodations and varied attendee experiences.



Strong, with Caveats

Jackson Hole offers exceptional destination character, but seasonal air service, winter-weather risk and premium pricing require careful consideration.



Challenging Logistics

Banff and Whistler offer iconic settings but conflict with the short-transfer preference and add passport, weather and peak-season pricing considerations.

Destinations we *Explored*

- Requested Options**
- Oahu
 - Las Vegas
 - Banff
 - Whistler
 - Park City
 - Jackson Hole

- Additional Option**
- Sun Valley



Park City, Utah

An accessible luxury mountain retreat combining serious winter recreation, polished resorts and a lively historic town.

Best for: The strongest overall balance of access, luxury, skiing and non-skier appeal.

Access: Park City and Deer Valley are generally about 35–40 minutes from Salt Lake City International Airport, giving this destination a major advantage over Banff and Whistler.

February–March fit: Strong ski conditions are typically expected, although rates and availability will be at seasonal highs.

DESTINATION ASSESSMENT

ADVANTAGES
Best ski-destination logistics; strong national air access through SLC; excellent non-skier options.

WATCH-OUTS
Altitude; peak winter rates; the agenda needs multiple tracks to accommodate different comfort levels.

RECOMMENDATION
Advance as the strongest overall ski option, offering the best balance of access, winter recreation and non-skier appeal.

Experiences & Team Building

- 

All-group experience

 - Utah Olympic Park experience followed by a private alpine reception.
 - A horse-drawn sleigh arrival followed by a European-inspired dinner served from stone fireplaces at Empire Canyon Lodge.

- 

Awards Night

An elevated mountain-lodge evening with a modern “Après Icons” or “Peak Performance” direction.

- 

Choice activities

 - Ski and snowboard tracks
 - Snowshoeing, bobsled or Olympic Park activities
 - Snow tubing
 - Dog sledding and sleigh rides
 - Main street shopping and dining
 - Spa and wellness
 - Culinary classes

- 

Company Winter Games

Teams rotate through curling, snowshoe relays, low-impact Olympic challenges and creative medal ceremonies. The format can be designed so physical ability does not determine the winner.

The work moved the conversation from “where could we go?” to “which destination best supports the program goal?”

Case Study Library Refresh

Transforming legacy event examples into cleaner, more consistent sales-ready stories.

I refreshed the case study library to create a cleaner, more consistent format for sales and proposal use. The project involved reviewing legacy files, rewriting content for clarity, and organizing examples by event type for easier access.

The updated format emphasizes the client need, creative approach, execution, and impact, turning scattered event examples into stronger, sales-ready proof points.

My Role: Content strategy · rewriting · template refinement · information organization · sales enablement

Outcome: 27 case studies refreshed and organized across key event categories

The goal was not just a new look. It was a more usable sales tool.

DREAMCOAT SUNDAY SERVICE

IMMERSIVE INFLUENCER ADVOCACY EXPERIENCE

INDUSTRY: BEAUTY / COSMETICS

EVENT TYPE: INFLUENCER / MEDIA EXPERIENCE

AUDIENCE: 40 INFLUENCERS IN THE CURLY HAIR SPACE

LOCATION: HOUSTON, TX

THE CHALLENGE

Set out to strengthen brand awareness and credibility through authentic influencer advocacy in an increasingly saturated haircare market.

The primary objective was to transform key beauty and hair influencers into genuine brand advocates by creating an experience that inspired organic, high-quality content centered around real product performance and results.

With influencer trust directly impacting purchasing behavior, the program needed to cut through category noise while reinforcing product efficacy and social proof. The event also required careful alignment around key marketing timing, influencer availability, premium execution standards, and measurable return on investment.

A standard influencer gathering would not deliver the desired impact. The experience needed to feel immersive, visually elevated, and inherently shareable in order to drive meaningful engagement and authentic storytelling across social platforms.

Success was defined by strong organic content creation, elevated engagement and reach, increased brand buzz, and deeper influencer relationships that could extend beyond the event itself.

OUR APPROACH

Partnered with [client] as the end-to-end experience lead, overseeing strategic pre-planning, vendor sourcing, and program execution.

The team developed a visually elevated environment intentionally designed to maximize social capture opportunities while reinforcing the brand's messaging and product positioning throughout the attendee journey.

From production coordination to on-site management, [client] ensured a seamless execution that balanced premium hospitality with high-impact content moments, allowing attendees to engage naturally with the brand while creating authentic, shareable experiences.

The experience generated meaningful opportunities for influencer advocacy, strengthened creator relationships, and positioned [client] with elevated visibility and credibility across social channels.

THE OUTCOME

The program delivered a highly engaging influencer experience that successfully combined immersive brand storytelling, premium production, and content-driven engagement into one cohesive event.

The experience generated meaningful opportunities for influencer advocacy, strengthened creator relationships, and positioned [client] with elevated visibility and credibility across social channels.

EVENT IN HOUSTON

Project Highlights

- Seamless attendee journey from arrival to departure
- Elevated networking moments designed for authentic connection
- Social-first environment optimized for organic content capture
- End-to-end planning, sourcing, and vendor management by [client]
- Immersive brand moments reinforcing product performance and credibility

THE EXPERIENCE

Attendees moved through a thoughtfully curated series of moments designed to spark conversation, connection, and organic storytelling. The experience blended elevated production, networking, and influencer-focused touchpoints to create an environment that felt both premium and socially engaging. Each interaction was designed to encourage authentic content creation while reinforcing product credibility and community within the curly hair creator space.

LEADER'S CLUB

CREATING IMPACTFUL CONNECTIONS IN BIG SKY

INDUSTRY: HEALTHCARE / INSURANCE

EVENT TYPE: LUXURY INCENTIVE

AUDIENCE: 66 FPL+ TOP EXTERNAL BROKERS

LOCATION: BIG SKY, MONTANA

THE CHALLENGE

This client sought to recognize and strengthen relationships with its top-performing external brokers through a high-touch incentive program. The objective was to create a destination-led experience that encouraged meaningful business conversations, reinforced loyalty, and supported future growth. The program was designed to foster connection through shared experiences while allowing guests the freedom to personalize their time based on individual interests.

OUR APPROACH

Created a destination-led incentive anchored at Montage Big Sky, pairing elevated hospitality with a thoughtfully paced itinerary. The program was designed to foster connection through shared experiences while allowing guests the freedom to personalize their time based on individual interests.

From personalized gifting and welcome amenities to curated excursions and evening programming, every detail was intentionally selected to support relationship-building and engagement. Our team provided seamless on-site management, ensuring a consistently polished guest experience while adapting in real time to attendee needs.

THE EXPERIENCE

Guests were welcomed into a refined mountain setting with luxury accommodations and custom touches that set the tone for the program. Over four days, attendees participated in curated experiences including a Yellowstone tour, live music moments, custom gifting, and signature evening events such as the Après Glow party featuring exclusive games and live performances.

Daytime activities were tailored to individual preferences, offering options like horseback riding, fly fishing, hiking, golf, spa experiences, or leisure time. The program concluded with a networking-focused farewell dinner featuring live entertainment, local distillery tastings, and celebratory prizes, creating a natural environment for meaningful conversation and connection.

THE OUTCOME

The Leaders Club incentive successfully accelerated broker engagement and strengthened key relationships in a relaxed yet intentional setting.

- Strengthened loyalty among top external partners
- Created momentum for future business growth
- Earned exceptional client feedback across all touchpoints

The four days in Big Sky delivered measurable relationship value, proving that when recognition and experience are thoughtfully designed, the business impact extends well beyond the trip.

BRAND / SALES EVENT / TRADE SHOW

DREAMCOAT SUNDAY SERVICE

An Immersive Influencer Advocacy Experience designed to build credibility, content, and brand momentum.

INDUSTRY	Beauty / Cosmetics
EVENT TYPE	Influencer / Media Experience
AUDIENCE	40 Influencers in the Curly Hair Space
LOCATION	Houston, TX

THE CHALLENGE

[client] wanted to strengthen brand awareness and credibility through authentic influencer advocacy in a saturated haircare market. The challenge was to move beyond a standard influencer gathering and create an elevated, content-rich experience that inspired organic storytelling, demonstrated real product performance, and built meaningful advocacy within the curly hair creator community.

OUR APPROACH

[client] partnered with [agency] as the end-to-end experience lead, overseeing planning, vendor sourcing, production coordination, and program execution. The team designed a visually elevated environment that encouraged social capture while reinforcing the brand's messaging and product positioning. Every touchpoint was planned to feel premium, intentional, and optimized for authentic content creation.

THE EXPERIENCE

Attendees moved through a thoughtfully curated series of moments designed to spark conversation, connection, and organic storytelling. The experience blended elevated production, networking, and influencer-focused touchpoints to create an environment that felt both premium and socially engaging. Each interaction was designed to encourage authentic content creation while reinforcing product credibility and community within the curly hair creator space.

RESULTS AT A GLANCE

- Delivered a highly engaging influencer experience rooted in brand storytelling
- Created an elevated environment optimized for organic social content
- Strengthened creator relationships within the curly hair community
- Positioned Color Wow with increased visibility and credibility across social channels

Content-Driven Credibility

A premium influencer experience built to strengthen trust, spark organic storytelling, and accelerate brand reach.

PROJECT HIGHLIGHTS

- End-to-end planning, sourcing, and vendor management
- Social-first environment optimized for organic content capture
- Elevated networking moments designed for authentic connection
- Immersive brand moments reinforcing product performance
- Seamless attendee journey from arrival to departure

LUXURY INCENTIVE

PEAK CONNECTIONS

A luxury mountain incentive designed to deepen broker relationships, spark meaningful conversations, and accelerate future growth.

INDUSTRY	Healthcare / Insurance
EVENT TYPE	Luxury Incentive
AUDIENCE	66 Top External Brokers
LOCATION	Big Sky, Montana

THE CHALLENGE

The client wanted to recognize and strengthen relationships with its top-performing external brokers through a high-touch incentive experience. The challenge was to design a luxury program that felt both rewarding and purposeful, balancing curated adventure, flexibility, and intentional networking within a limited four-day timeframe.

OUR APPROACH

[client] created a destination-led incentive anchored at Montage Big Sky, pairing elevated hospitality with a thoughtfully paced itinerary. Every detail — from personalized gifting and welcome amenities to curated excursions and evening programming — was designed to support relationship-building, create shared experiences, and deliver a polished guest journey from arrival to farewell.

THE EXPERIENCE

Guests were welcomed into a refined mountain setting with luxury accommodations and custom touches. Over four days, attendees enjoyed tailored activities including Yellowstone tour, horseback riding, fly fishing, hiking, golf, spa experiences, live music, custom gifting, and signature evening events, including an Après Glow party and a networking-focused farewell dinner with local tastings and entertainment.

RESULTS AT A GLANCE

- Strengthened loyalty among top external broker partners
- Created deeper, more meaningful business conversations
- Built momentum for future growth and continued engagement
- Delivered a flexible luxury incentive balancing adventure, leisure, and connection
- Earned exceptional client feedback across all program touchpoints

66 top external brokers recognized through a curated luxury mountain incentive

PROJECT HIGHLIGHTS

- Luxury incentive strategy and program design
- End-to-end program management and on-site execution
- High-touch guest experience and hospitality planning
- Curated activity and excursion planning
- Executive engagement and networking moments

THE EXPERIENCE

Guests were welcomed into a refined mountain setting with luxury accommodations and custom touches. Over four days, attendees enjoyed tailored activities including Yellowstone tour, horseback riding, fly fishing, hiking, golf, spa experiences, live music, custom gifting, and signature evening events, including an Après Glow party and a networking-focused farewell dinner with local tastings and entertainment.

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Healthcare Incentive Client

Incentive
Proposal

Won +
2027 Repeat
Partnership

Professional Services Client

Client Experience
Portfolio

Won +
U.S. Open
Follow-On

Global Consumer Goods Enterprise

Enterprise
Proposal
System

Won

Financial Services Client

Long-Term
Incentive
Vision

Strategic Concept

Work That Wins, Scales, and Grows Accounts

- Turning ambiguity into clear direction
- Designing proposals for executive decision-making
- Creating systems teams can actually use
- Balancing aspiration with operational reality



Let's Build Experiences People Believe In

I bring proposal strategy, creative direction and sales enablement together to help event teams pursue bigger opportunities, tell stronger stories and win more business.

I'm looking for the right full-time opportunity to bring that experience inside a growing event organization and help build what comes next.

Portfolio

[K. Laughlin Portfolio](#)

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