

TOP 100

THE 2018 IT LIST

AGENCY PORTRAIT



CONTACT INFO

LEO EVENTS
 CONNECT@LEOEVENTS.COM
 901.766.1836
 LEOEVENTS.COM

YOU HAVE A STORY. AND WE'RE STORYTELLERS. MEET LEO.

In the past six years alone, LEO has produced more than 1,000 events and programs for 300 clients, including Sherwin-Williams, Walmart, ExxonMobil, Hilton Garden Inn and AutoZone. Its future "blueprints" look promising, too, with new corporate office space going up in downtown Memphis.

Hear for yourself what makes LEO stand out among the crowd.

WHAT ARE YOU MOST PROUD OF?

Everything. But especially our people and culture. We have a team of creative thinkers and skilled professionals who reject mediocrity and reach for the extraordinary. They always push for something better, and they place a premium on customer service and hospitality—guess you could say it stems from our Tennessee Southern roots.

SPEAKING OF TENNESSEE, WHERE ARE YOUR OFFICES?

LEO is Memphis-based with offices in Nashville and Chattanooga. Our core focus is on meeting and event management, creative content and brand development, and production. We also have a division dedicated to festivals/public events.

HOW LONG HAVE YOU BEEN IN THIS BUSINESS?

We began 16 years ago and today, we work with an international roster of programs and clients of all sizes, mega to mid. We've produced events and shows in 23 countries in the past five years.

DO YOU HAVE A SWEET SPOT?

Sure, but we're a very versatile, experienced agency. Whether we're bringing people together to learn or sell, entertain or celebrate, we move them to connect to the moment and to one another. You know those moments, the ones worth posting, sharing and reliving. If you're asking for a specific client mix, then we'd say B2B events are what we produce most. We're doing something really interesting in this space. Have you heard about KAABOO, our music festival, and why this kind of experience matters to B2B brands?

WHY DO FESTIVALS MATTER TO B2B BRANDS?

We've seen a shift in how companies think about events and meetings. And with more than 32 million people attending music festivals each year in the U.S., clients are turning to the festival model to differentiate themselves, showcase

products and concepts, and build brand loyalty beyond a simple sponsorship. It's a model that's ahead of the curve on using trends and technology to engage, and we're in the mix of it.

Three years ago, LEO invested in KAABOO, a three-day curated "mix-perience" that combines music and tastemaking experiences in a clean, comfortable setting. It started in Del Mar, California, and now is in the Cayman Islands and Arlington, TX. We're very proud of our work with KAABOO.

Our clients increasingly desire to create an experience to build those followers or buyers, or instill employee pride or corporate culture. That's where we come to the table with ideas—ideas gleaned from our festival experience. Our team looks at everything—from set design and ambience, entertainment and talent procurement, breaks and activities and speaker lineup—taking each transition and element line-by-line and working out the attendee experience at every move.

WHAT'S BEEN THE BIGGEST CHANGE YOU'VE SEEN IN THIS INDUSTRY?

This comes as no surprise, safety and security. But it's an area that we've always been well prepared to handle. Our seasoned experience with public events and live experiences has given us a depth and breadth of insight into this issue. In fact, we recently shared what we know in a white paper published by this magazine.

But we'll add this: While we've been in the event business long enough to know that there is no such thing as a foolproof event safety plan, we do know there are ways to protect attendees and staff from external threats, whether they come from weather, cybersecurity or terrorism.

WHAT PROGRAMS HAVE YOU RECENTLY DONE?

We just wrapped production of Walmart's annual shareholders' meeting in Fayetteville, Arkansas. Five meetings over three days for 14,000 associates from 27 countries and the U.S., with all the elements of a Grammy Award-level music show perfectly synced with top corporate executive reports, employee recognition and goals for the new year. And now we're off to the busiest fall we've ever had!

