



EVENTS • PRODUCTION • DESIGN • EXPERIENTIAL

How do you describe your company?

JJLA produces unexpected and innovative experiences for projects of all sizes including public concerts, festivals, brand activations, trade shows, experiential tours, and non-profit galas for both corporate and private clients. Our company also runs its owned and operated properties in-house -- an award-winning LGBTQ+ music event series, as well as a traveling pizza festival. Our agency is a team of engaging, fun, creative, and nimble group of producers who strive to deliver top-notch events for both clients and audiences alike.

What makes JJLA unique?

We are an LGBTQ-owned company focused on large-scale, immersive experiences, and also a leading expert in the LGBTQ+ event space. We've been producing PRIDE events for over ten years and created an award-winning LGBTQ+ concert series, OUTLOUD: Raising Voices, which provides a global platform for queer artists. However, beyond our cause-driven and multicultural marketing experience, we really specialize in creating new experiences that stand out; I often tell our new clients that we excel at launching a brand new event concept in an inspired fashion or reinvigorating an established program in a refreshing, cutting edge way. When your team is ready to launch, expand, grow or try something new - we're your team!

What's different about JJLA in 2021 vs. 2020? As a leader, what's different about you?

2020 was an understandably different year, but that time was invaluable to our growth as a business. We used this period as an opportunity to strategize and evolve, to fine tune processes and develop new ones. Most excitingly, in 2020, we pivoted our property OUTLOUD: Raising Voices from an in-person concert to a 9-episode web series with the help of Facebook. It was inspiring to watch up-and-coming LGBTQ+ musicians submit new work and tell their stories in a year where Pride festivals were getting canceled or postponed. In 2021, we were one of the first ticketed concerts back in-person, but also maintained a digital presence online at Twitch, garnering nearly 5 million views over the three-day event.

As a leader, I had to challenge myself and my team to not only adapt, but to thrive in this uncertainty by tapping into new skill sets. We needed creative and efficient solutions to current problems - and a lot of them existed in the digital/virtual space. We challenged our clients to think outside the box in crafting new ways to tell their brand stories. I was particularly impressed with our non-profit clients who pivoted to virtual fundraising in new and exciting ways. There wasn't a blueprint on how to navigate this, so I had to really rely on my instincts and trust my team to do what they do best.



JEFF CONSOLETTI
FOUNDER & CEO
JEFF@JJ-LA.COM
213.248.1225
JJ-LA.COM @MEETJJLA

What is JJLA's philosophy?

Go big or go home! As cliché as that phrase may be, it's how we approach every single project. Big risks can come with big rewards and it's up to us to use creative license to inspire and challenge our clients and help them to create memorable experiences for audiences.

Given this is a 24/7 business, how important is finding work life balance for you and your employees?

We're so lucky that what we do is a lot of fun - we get to work in a fast-paced environment and create experiences for people that bring joy and have a lasting impact. I'm very lucky to be surrounded by such a talented, hardworking, and kind team. I've often said that cultivating an environment that fosters hardwork and kindness has been one of my greatest accomplishments - and I'm humbled that such a talented group comes to work at JJLA every day. That said, it's crucial to live an inspired life outside of work, and I encourage my staff to explore their personal creative passions and live experiences that can impact and inspire their day-to-day work. Personally, I grew up in a large Italian family and food was always the centerpiece of our gatherings. I love to cook and share food with the people that I love. At the end of a busy week, I love to go home and make a big pasta dinner for my husband. We also love to travel and experience life in different places.

What is one of your most exciting upcoming projects?

We're working alongside Netflix and Fever Originals to create an immersive, live theatrical experience for the global phenomenon TV Series La Casa De Papel (aka Money Heist). JJLA is executive producing, overseeing all aspects of event production, design, fabrication and management. We're opening the show in Miami in October with another production launching shortly after in New York and multiple other markets through 2022. If you binged the show on Netflix during the pandemic, now's your chance to be my guest and live the experience for yourself!