

# WOMEN IN EVENTS

## EVENT INNOVATORS



### FEATURED LEADER

**SARAH SEBASTIAN**  
 CREATIVE DIRECTOR/OWNER  
 ROSEGOLDCOLLECTIVE.COM  
 SARAH@ROSEGOLDCOLLECTIVE.COM

**ROSE GOLD**  
*Collective*

### THE HISTORY OF YOUR AGENCY. HOW DO YOU DESCRIBE YOUR COMPANY? POINTS OF DIFFERENCE. WHAT YOU DO, WHAT YOU OFFER?

Rose Gold Collective will be celebrating its eighth year in 2023. RGC started from a passion to offer top level creative event solutions for corporate and brand activations. One of our many points of difference is our diverse background of our all-female team. We also come from the brand side. We know experiential, know corporate event planning so we are truly an extension of our clients' teams. We also believe that all events, of all kinds should be experiential, whether it is a pop-up shop or a trade show booth.

One thing that became very evident during the pandemic is that our clients don't come to us to produce a baked plan. Our clients come to us because we understand quickly their goals and can brainstorm alongside their teams to get to a safe and thoughtful way to execute.

### WHAT ARE SOME TOP ITEMS POTENTIAL CLIENTS NEED TO KNOW ABOUT YOU?

We work regularly with household brands as well as newly launched brands such as: Diageo, Chateau Ste. Michelle, Kiehls, JAJA Tequila, 818 Tequila, Laneige to name a few. We also work with some leading brands and companies in the crypto space which has been exciting.

### WHAT CAREER ADVICE HAVE YOU RECEIVED? WHAT ADVICE WOULD YOU OFFER?

Your work will always speak for itself. And never forget punctuality, creativity and professionalism doesn't cost anything. Don't be afraid to be bold, it's the bold ideas that others can stem from.

### WHAT WERE SOME OF YOUR MAJOR RECENT CHANGES OR UPDATES/COMPANY NEWS? TRENDS THIS PAST YEAR? TRENDS FOR NEXT YEAR?

In the past couple years we have seen a true need for not only designing an event on behalf of a brand but ensuring we design an event to be its own brand. Events have their own logo, identity and identified social footprint through impactful photo moments that create longevity and brand advocacy through the event production. This is not a trend anymore but is mandatory to think about when producing any style of event if it's a corporate dinner or a pop-up shop.

We have also invested in our own content more than ever coming out of COVID. Rose Gold Collective as a brand also understands that our brand identity of our work and style is just as important as our clients' so we are also at the table when we talk about social media presence and ensuring our details are photographable.

### WHERE CAN WE FIND SOME OF YOUR EVENTS?

We are often at many of the top cultural events regularly with multiple clients producing their footprints such as: Aspen Food and Wine, South Beach Food and Wine and Austin Food and Wine to name a few. In addition, we are normally producing events alongside SXSW, NYFashion, ACL and Lollapalooza.