The year, thoughtfully planned.

Illustrative calendars to help marketing and relationship teams visualize an annual experience strategy. Dates, locations, formats and spending are customized together.

SIGNATURE EXPERIENCE PROGRAM / SEVEN EXPERIENCES

FEB	**Executive roundtable**	Deepen relationships with priority clients
APR	**Flagship spring reception**	Client appreciation and introductions
JUN	**Expert-led panel**	Thought leadership and trusted expertise
AUG	**Community or brand activation**	Local visibility and partner engagement
SEP	**Curated workshop or dinner**	Client education and relationship development
OCT	**Signature flagship gathering**	High-value connections and brand positioning
DEC	**Holiday celebration**	Recognition, gratitude and retention

PRIVATE TABLE SERIES / FOUR EXPERIENCES

MAR	**Introductions dinner**	Connect clients and trusted partners
JUN	**Executive discussion**	Invite conversation around a timely issue
SEP	**Expert-led roundtable**	Build thoughtful peer connections
NOV	**Client appreciation table**	Close the year with meaningful hospitality

Throughout the year: Monthly marketing check-ins for Signature, quarterly sponsorship reviews, event-level budgets and an approval workflow. Sponsorship investments, guest recruitment and third-party production costs require separate approval.