

plan A

SEAMLESS SPECIAL EVENTS | LOGISTICALLY SOUND | FINANCIALLY VIABLE | SUCCESSFUL AGAINST MARKETING OBJECTIVES = PLAN A



Plan A is an extremely well-regarded Los Angeles-based special events company dedicated to delivering highly personalized service to a wide range of clients, including corporate, non-profit and celebrity clientele. We produce memorable events of all sizes, for 250 to 25,000 supported by solid management with an emphasis on detail, quality and an improved bottom line.

- **Corporate Events & Parties**
- **Tradeshows**
- **Meetings & Conferences**
- **Awards Shows**
- **Fundraisers**
- **Consumer Events**
- **Branding events**
- **Retail Events**
- **Receptions, Breakfasts & Luncheons**



client list

A Soolip Wedding	Jon Platt
Art Directors Guild	Martin Luther King Jr National Memorial Project Foundation.
Assouline Publishing	Mazon
Beverly Center	Mervyn's
Beverly Hills Conference & Visitors Bureau	Michael Ovitz
California State Parks Foundation	Milk+Bookies
California Women's Law Center	NFL Players Association
Children's Burn Foundation	Ogilvy & Mather Public Relations
Children's Defense Fund	rl public relations
Consumer Attorneys Association of Los Angeles	Target
DIFFA's Dining By Design	The Hawn Foundation
Education First!/Planet Hollywood Aspen	The Stoli elit Collection
EnCorps	The Wonder of Reading
Family of Tiger Woods	The Yucaipa Companies
FireEye	Tourette Syndrome Association
Hallmark	Women's Sports Foundation
Homeboy Industries	YPO
IKEA	
International Documentary Association	
International Women's Media Foundation	COMPANY OWNED EVENTS
Johnson & Johnson	Unveiled



sponsorship partners

<i>Angeleno</i>	Carolina Herrera
<i>Brides California</i>	Crate & Barrel
<i>Huffington Post Weddings</i>	Harry Winston
<i>InStyle</i>	Kate Somerville Skin Care
<i>InStyle Weddings</i>	Monique Lhuillier
<i>Los Angeles Magazine</i>	One & Only Resorts
<i>Los Angeles Times</i>	Patina Restaurant Group
<i>Martha Stewart Weddings</i>	Pottery Barn
<i>Riviera</i>	Priscilla of Boston
<i>San Francisco Examiner</i>	Sephora
<i>San Francisco Magazine</i>	St. Regis Hotels & Resorts
<i>Weddingchannel.com</i>	Swarovski
	Temperley London
Amsale	The Cosmopolitan of Las Vegas
Bacara Resort & Spa	Vera Wang
BevMo!	W Hollywood
Bloomingdale's	Williams-Sonoma
BMW	Wolfgang Puck Catering



testimonials

YPO conducts more than 6,000 events annually across 130 countries with our largest, signature event being the Global Leadership Conference. We were fortunate to have Tarin work on our flagship event in Los Angeles this year. The demands of more than 3,000 chief executives attending were very high and with Tarin's skills we delivered. Tarin's creativity in providing remarkable event opportunities combined with the reliability in high quality execution make her a top tier resource for us.

Scott Mordell, CEO
Young Presidents Organization

We have worked with plan A for over seven years and can say, without hesitation, that she has over-delivered consistently and offers a vision and reliability that is rarely seen in the industry.

Alan Klein, President and Publisher
Angeleno Magazine

plan A has produced numerous National Sales Meetings in cities around the country for the Women's Health division of Johnson and Johnson and is a key business partner in helping our team achieve continued business growth. The plan A team leverages experience, creativity, business savvy and excellent project management skills to generate breakthrough events. They continue to over-deliver by managing all the complexities of every event. Regardless of any challenges or last minute changes, their flexibility and ability to get the seemingly impossible accomplished is why we continue to trust them with these critical events!

Daniel Weiss, Group Product Director
Johnson & Johnson Consumer Companies

I am continually impressed with plan A and their work on behalf of Tourette Syndrome Association. The ease with which this event comes together is a direct result of their hard work, professionalism and dedication. I have full trust and confidence in a plan A production.

Ken Moelis, CEO
Moelis and Company

plan A's constant eye on the bottom line is a dream for any not-for-profit organization.

David Sheppard, Executive Director
DIFFA

Tarin was wonderful to work with, kind, generous and passionate about our mission.

Goldie Hawn
The Hawn Foundation

The Annual Limited Partners meeting is the company's most important function, hosting shareholders from around the world. The program's diverse elements – a live musical performance, business session, meal functions and a keynote by President Clinton demanded a high-level event management company with a broad range of experience and keen attention to detail. plan A not only met but exceeded our expectations and produced a flawless event. They were flexible to our requests, gracious and professional with our guests and seamless with their execution. I highly recommend plan A as an invaluable partner for any event.

Scott Stedman, Partner
The Yucaipa Companies

"....the guests were still talking about the fantastic time...at the Target Free Sunday. The museum doubled its normal attendance and broke their record!"

Jan O'Laughlin, Community Relations
Target

I have had the privilege to both observe and work closely with Tarin over the past 9 years... I have come to greatly respect her many talents, intellect and strength of character. The Art Directors Guild's awards program is a highly demanding one with many moving parts, requiring a high degree of organization, people management skills, speed, and most importantly flexibility, which are all virtues that plan A is in ample possession of. Tarin is a highly self-motivated problem solver and team player. Of equally significant value are her superior leadership abilities and compassionate personality and disposition... plan A would prove to be of significant value to your event should you be fortunate enough to secure her services.

Thomas A. Walsh, President
Art Directors Guild





DIFFA DESIGN INDUSTRIES FOUNDATION FIGHTING AIDS









 **unveiled**TM
BRIDAL STYLE REVEALED







HOMEBOY
INDUSTRIES



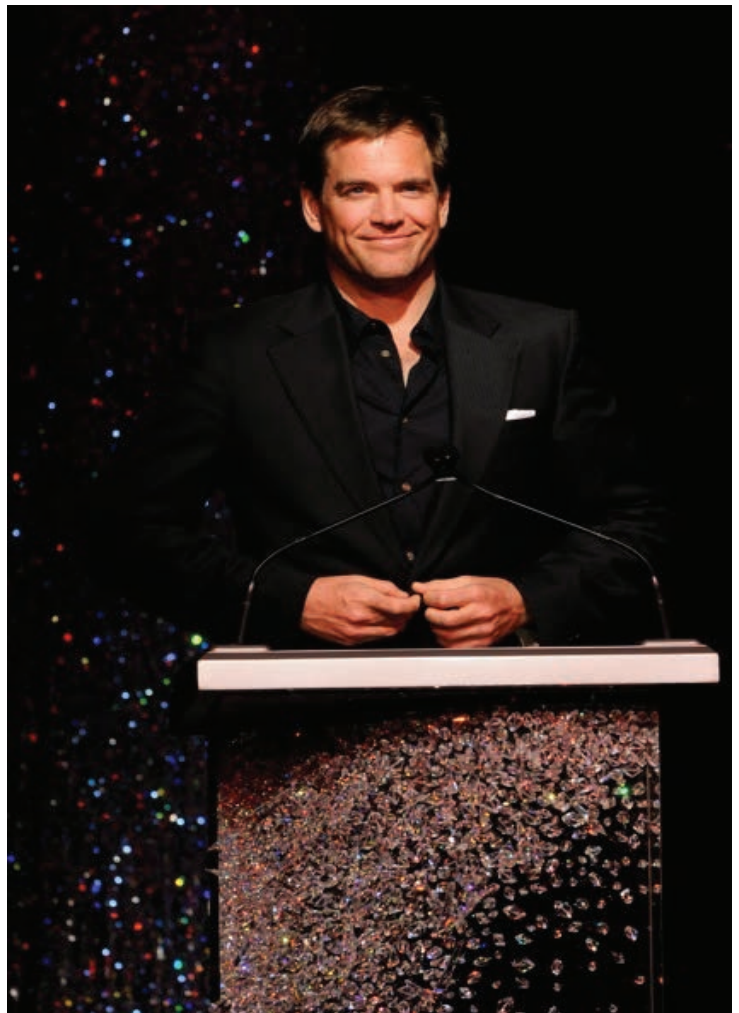


THE
HAWN
FOUNDATION













Angela Janklow and Jeff Stein



Soraya and Angela Nazarian with John Bendheim



Stan Weightman and Valerie Gordon



Dominique Browning



Jeffrey Marks, Ross Cassidy and Peter Dunham



Marwan Al-Sayed and Mies Grybaitis



Shelley and John Benjamin



Jon Platt and Frank Gehry

HOME, SWEET TOME

THE PARTY The launch of Dominique Browning and Lucy Gilmour's *Living Architecture: Greatest American Houses of the 20th Century*, hosted by Jon and Jill Platt at their Frank Gehry-designed home in Brentwood

THE PLAYERS Martha McCully, Sandy Hill, Mary Firestone, Jamie Simon and Jamie Bush

THE ONE-LINER "This house reminds me that there was a time when I was not a bad architect!" quipped guest of honor Gehry. Perhaps. But his Bilbao Guggenheim Museum in Spain was voted this year by the design community and *Vanity Fair* as the most important building of the last 30 years. How's that for another reminder? —Carolyn Meers

Jon B. Platt
cordially invites you to celebrate the publication of

LIVING ARCHITECTURE

GREATEST AMERICAN HOUSES OF THE 20TH CENTURY

By Dominique Browning and Lucy Gilmour
Published by ASSOULINE

Guest of Honor
Frank Gehry

October 6, 2010
6-8pm
Remarks at 7pm

SCHNABEL HOUSE
526 North Carmelina Avenue
Brentwood

The favor of your reply is kindly requested by September 27
livingarchitecture@assouline.com or 310 860 1300

Proceeds from the evening's book sales will be donated
to the **Hereditary Disease Foundation**

Valet Parking

ASSOULINE

PHOTOS BY ALEX BERLINER AND NICK J. DOWNES








EXPAND YOUR VIEW
MAXIMIZE YOUR POTENTIAL
YPO 2015 Central U.S. Regional Conference
MIAMI BEACH





**SOUL
FUEL 1** 
WE'RE JUST GETTING STARTED

plan

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