

**We believe in the amazing  
power of goose bumps.**

What story can we help you tell?








**What takes traditional advertising  
weeks, months, or even years to do,  
we can do in a moment.**

-- Bryan Icenhower, President IMG Live

## Chapter 1

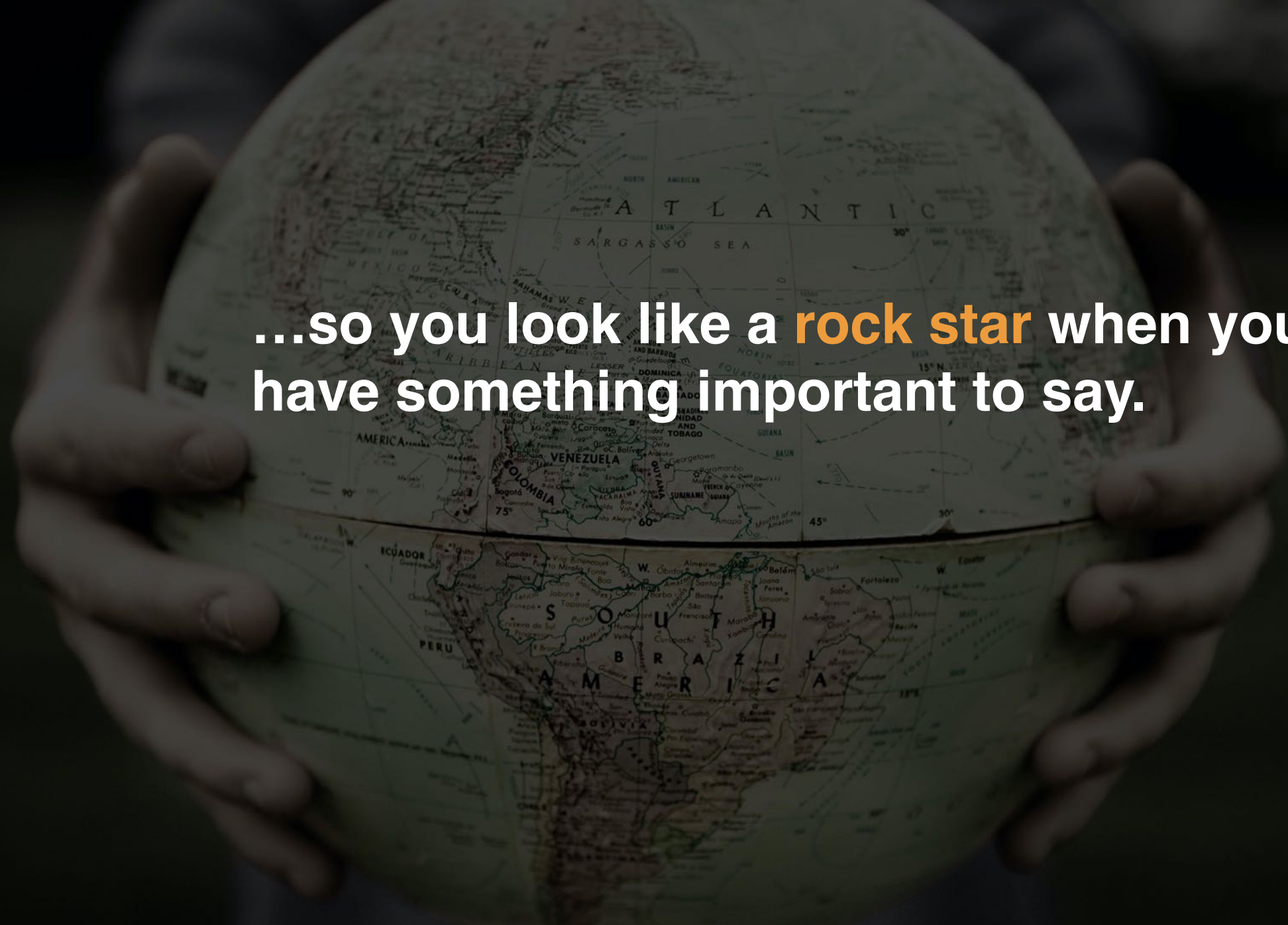
# This is el-j.

A brief overview of our unique agency.



**We are storytellers.** We write, script, film,  
produce, prototype, draw, sketch, plan,  
manage and create...



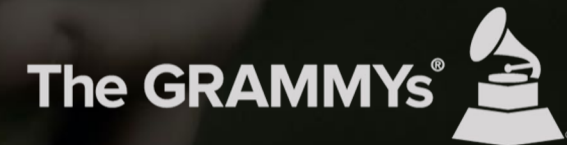
A person's hands are visible holding a globe. The globe shows the Atlantic Ocean, South America, and parts of Africa and Europe. Overlaid on the image is the text: "...so you look like a rock star when you have something important to say." The words "rock star" are in orange, and the rest of the text is in white.

...so you look like a **rock star** when you have something important to say.

We help you win hearts and minds



You want **the best people in the industry.** And we have them, seriously.





A pair of hands is shown holding a globe. The globe is tilted, showing the Atlantic Ocean in the upper half and the continent of South America in the lower half. The text is overlaid on the globe, with the words "We don't rest until it's perfect" in orange and the rest in white.

We are measured by our last cue, not the last presentation or panel discussion. **We don't rest until it's perfect** – just as it should be.



**el-j has evolved from a production-focused company, founded in 2001, to a global, creative experiential storytelling agency.**

We grew up on Broadway, our HQ is in Tampa, FL  
and in 2020 we have extended our footprint into  
Europe with a local partnership in Germany,  
covering the end-to-end value chain of  
experiential storytelling: Consulting, Creative,  
Production, Coaching, and Audience Recruitment

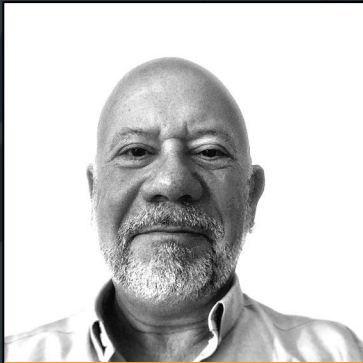
**You know, as well as we do, that experience matters. And the only factor that defines and influences experience is people.**





Our philosophy is to **bring good  
people together, to do good work.**

Team  
**el-j**



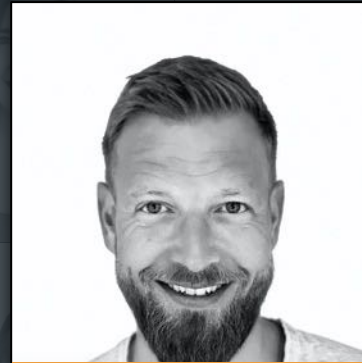
**John Bettini**  
CEO



**Dr. Felicia Bettini**  
COO



**Terri McTaggart**  
SVP, Strategic Accounts &  
Executive Producer



**Torsten Raak**  
SVP, Sales & Marketing

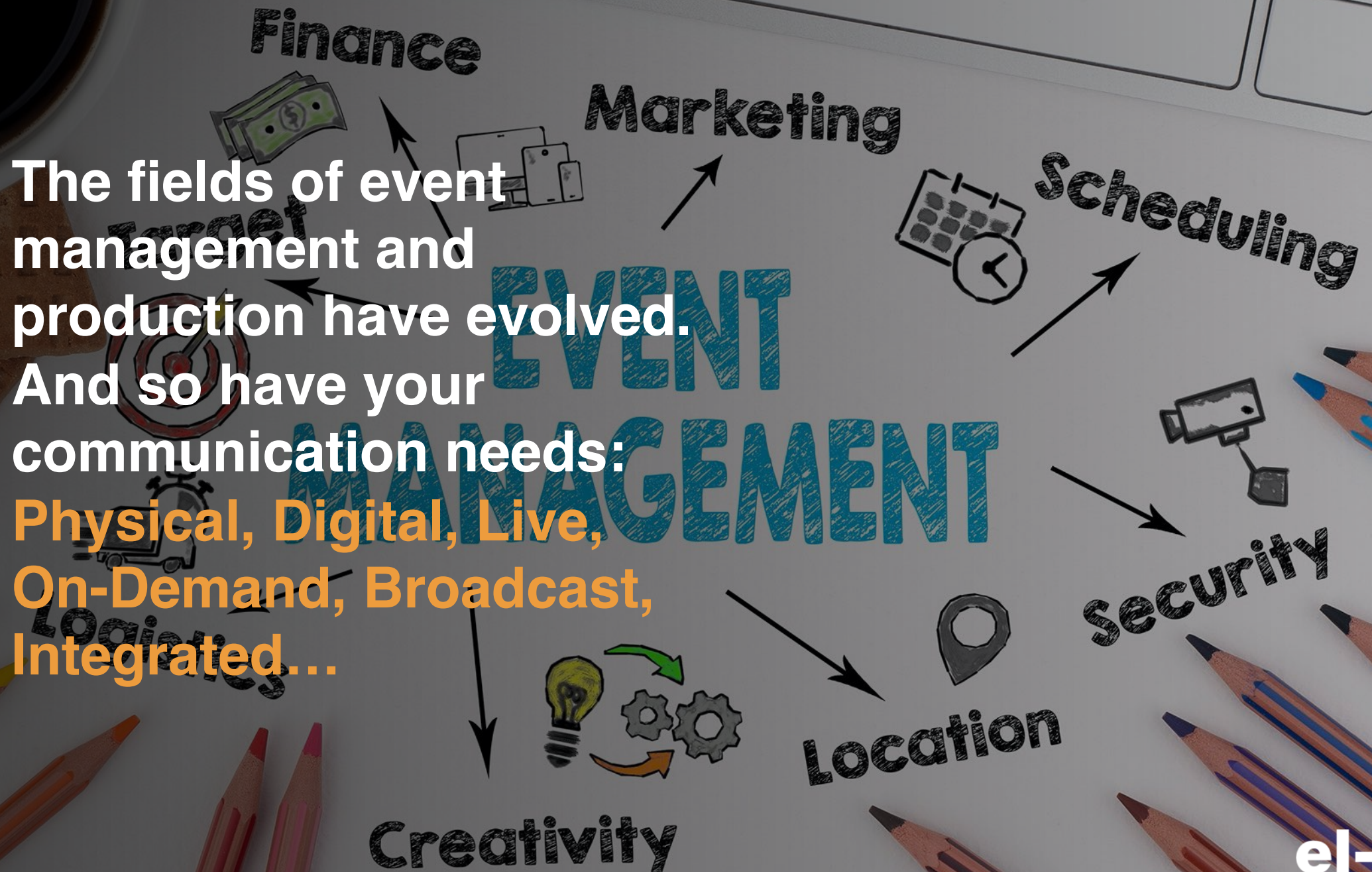
Team  
**el-j**



The fields of event management and production have evolved.

And so have your communication needs:

Physical, Digital, Live,  
On-Demand, Broadcast,  
Integrated...





Your expectations



And today, you focus your investments in all customer touch points on a consistent

**Brand Experience**

**Live Communication**

**Event Marketing**

2000

2010

2020

Location

Creativity

# Jointly with you, we define the brand experience along these five fields



## CONSULTING

You benefit from our hundreds of years of collective experience to find the best solution for your challenge



## CREATIVE

You have a strategic goal. And we bring the best creative to help you achieve that goal with you



## PRODUCTION

Staging, Audio, Video, Presentations, Panel Discussions, Food, Entertainment, Special Effects (or not). You name it, we bring it



## COACHING

We write, script and rehearse with you, so you look like a rock star when you hit the stage or the cameras start rolling



## RECRUITMENT

You need the most relevant people to experience your brand. And we know how to find them

**So that in the end all stakeholders are  
happy and you hit your desired objectives!**







## CONSULTING



We collaborate with you to devise event & communication strategies, find compelling ways to reach and engage your audience, and don't rest until **you can deliver your key messages in the most impactful way.**



CREATIVE



**Your brand is what matters.** Let's apply some experiential storytelling magic to create immersive experiences for your audiences; and we're content creators, too – using video, graphics, presentations, staging and more...



PRODUCTION



**We're with you all the way**, from pre-production planning through post-production communications, for live events, broadcasts and road shows with audiences of 50 - 50,000.  
**Pixie dust anyone?**





COACHING




Your people want to grow, want to become more self-sufficient. Let us support your event & marketing teams, speakers, and executives with **speech and presentation coaching, on-camera training and script- and speech writing.**



AUDIENCE  
RECRUITMENT

But none of the hard work matters, if you don't **get the right attendees to your events.** We work with you to find and attract the right audience, and to put in place the structure and KPIs for success.



Wherever you are, however small or  
large you may be – we're here to  
make your stakeholders **experience**  
**your brand like never before**

## Chapter 2

# Do you want to be one of our happy clients?

The iconic companies on the next pages have all been with us for many years which really makes them our partners. We value each other, we understand each other, and we're there for each other. We work together to achieve the right and best solutions for each project. We know that trust and loyalty matter and that they are invaluable to our shared success.

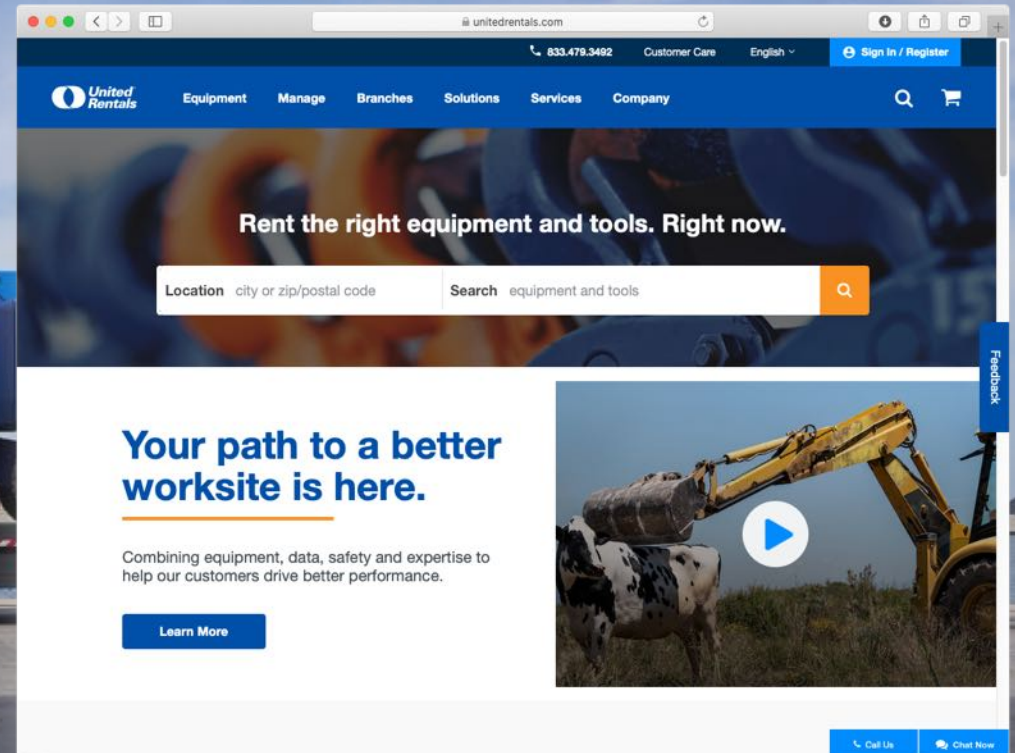




# United Rentals chose el-j as its partner for all large-scale conferences, meetings and road shows

“As you know, we delivered an event that exceeded expectations on many levels. It was our biggest conference ever – in 20 years – and that in itself was significant. Thanks again for your partnership, and your friendship. Lots of people can do good work. You guys are good people, too, and that makes the work so much more enjoyable. Keep doing what you do, because you’re the best.”

- Jeremy Fountain, Field & Experiential Marketing



Click on the image to visit [www.unitedrentals.com](http://www.unitedrentals.com)



el-j delivers integrated brand experience concepts for multi-day conferences, expos, award programs and road shows for up to 500 attendees in major cities in the United States.



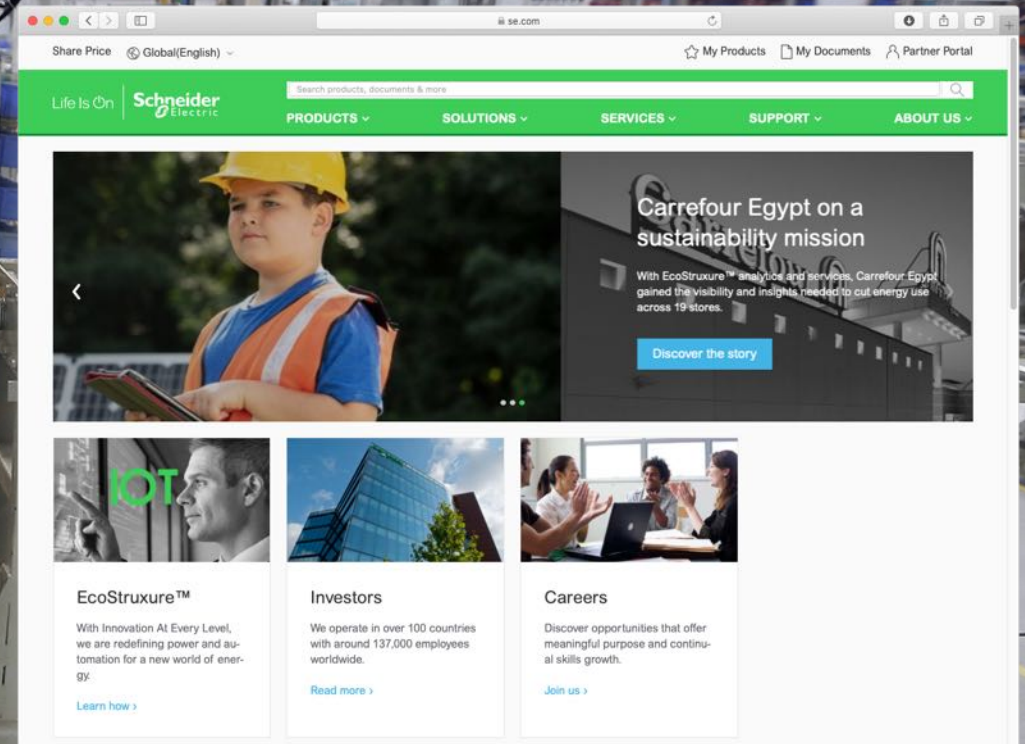
Click any of the videos to start playback



# Schneider Electric and el-j go way back to 2015, when we started to work on annual kick-off meetings and conferences

“We have built a strong partnership with el-j over the last 5 years delivering compelling and impactful experiences for our customers and other stakeholders. They are a pro-active and committed team, challenging us to innovate with new approaches and technology to take our events to the next level. We’re extremely proud of the success of our Innovation Summits and leadership events which is a testimony to the excellent support they bring to our company.”

- Devinder Kishore, SVP of Brand & Marketing Engagement



Click on the image to visit [www.se.com](http://www.se.com)



el-j delivers creative and communication concepts for live streams to 100,000+ employees and multi-day conferences with up to 5,000 attendees in Europe and Asia.



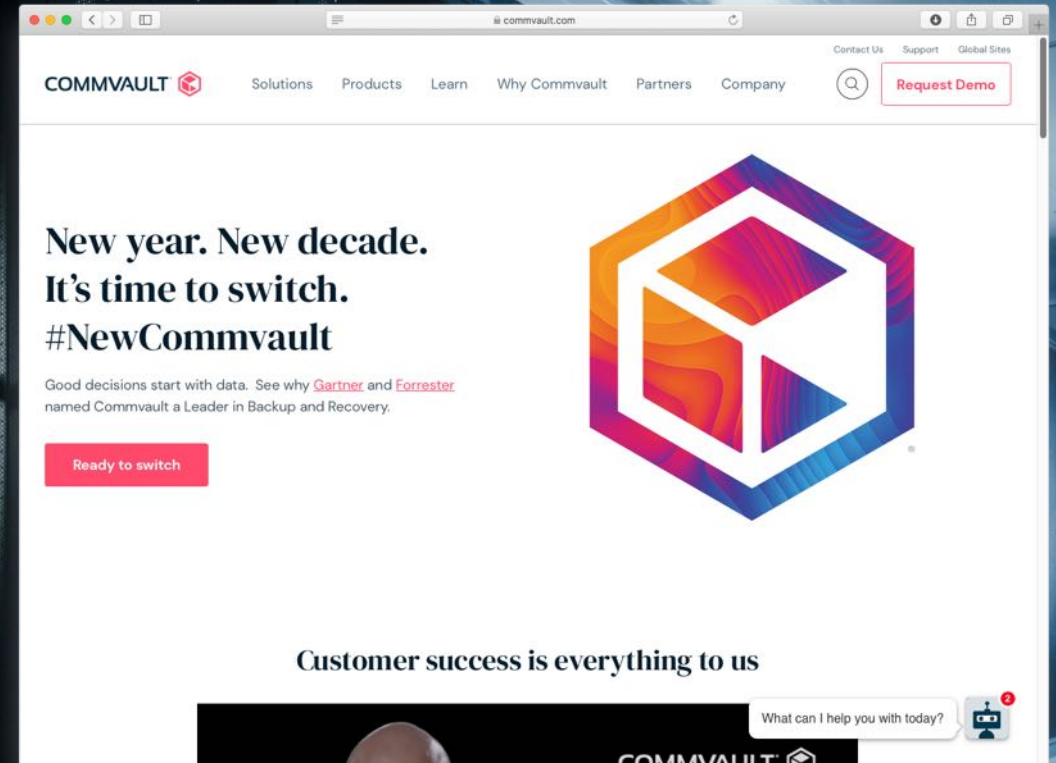
Click any of the videos to start playback



# Commvault asked el-j to re-invent their annual customer conference. You're welcome!

“Commvault relies on el-j as an essential partner for our most critical events. They consistently deliver innovative and creative approaches, together with a strong business acumen. Simply put: you can trust el-j to understand your business environment and consistently deliver world-class experiences.

- Chris Powell, Chief Marketing Officer



Click on the image to visit [www.commvault.com](http://www.commvault.com)

el-j delivers end-to-end creative and production concepts for the industry leading, multi-day “Go!” conference with up to 1,700 attendees in the United States and Europe.



Click on the video to start playback



# And just because we love a good quote from our clients, here's one more!

"I really appreciated all your help and support in making the ALM a great event. It reminded me of something very recent from Tom Hanks at the Golden Globes: "Every great movie is done shot by shot. Everyone including the makeup person, lights person, camera person work on the minutest detail to make the story come alive. All the actor has to do is know the story & text, show up on time and give it the best shot."

Thanks a lot for helping me personally to share my passion and my presentation. Could not have done it without you all."

- Viren Shah, Chief Information Officer



**GE APPLIANCES**  
a Haier company

**Xel-j**



## Chapter 3

# Summary


At el-j, we combine business acumen, theatrical artistry and production technology to help translate your business objectives into powerful live event communications.

We build programs together and compel investment in creating powerful message delivery experiences, by challenging the prevailing point of view to enhance the storytelling. We address challenges head-on and find solutions together, while always focusing on an event's strategic objectives.

**By choosing el-j as your trusted advisor, you gain the depth and breadth of creative stagecraft and television broadcast experience on a global scale. Without the big agency clutter, our small size is our strategic strength. And most importantly, we love what we do!**

- Transparency in our approach to costs and process
- Commitment to being your production advocate and subject matter expert
- Your event investment ends up on the stage and screen rather than wasted on overhead
- We bring the right teams of industry leading professionals to execute at the highest level
- We identify risks so you can make educated decisions without compromise of your core business objectives





**We connect strategy with  
execution, strengthening  
the links **between the story,  
the delivery, and your  
desired outcome.****

Creative  
direction and  
stage crafting

Content strategy  
and writing

Executive  
presentations

Visual design  
and  
presentation  
graphics

Production  
management  
and technical  
direction

Corporate  
television  
broadcast  
design and  
management

Video direction  
and production

Stage and  
Lighting Design

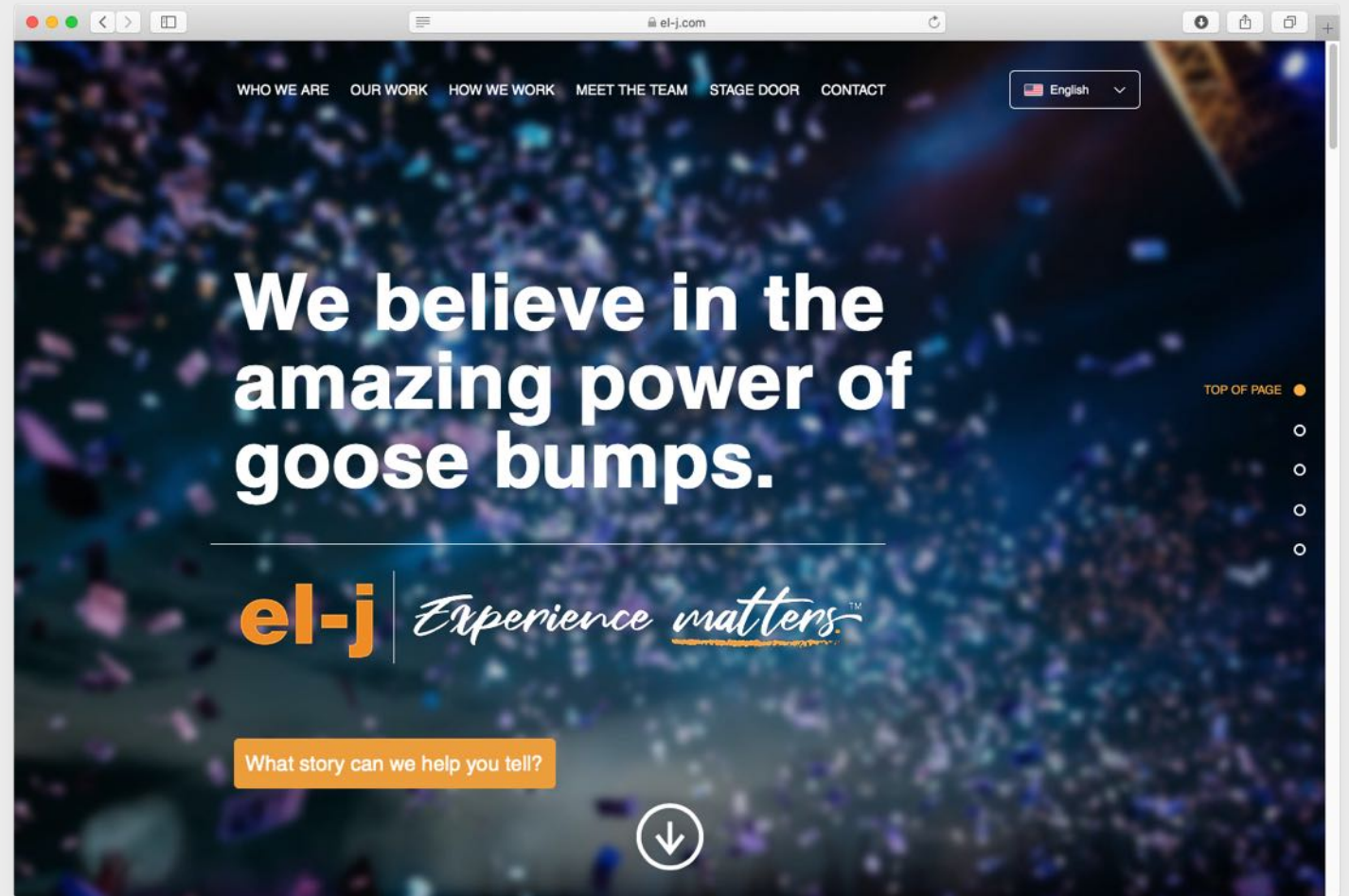
Audio-Visual  
systems design  
and planning

On-site  
supervision and  
run-of-show  
management

Equipment and  
labor vendor  
management

Cost  
management  
and production  
budgeting

For more information, to read our blog and to learn more about our team, please visit [www.el-j.com](http://www.el-j.com)





el-j | *Experience matters.*<sup>TM</sup>



**John Bettini**

Chief Executive Officer

+1 (813) 902-9500 ext 102  
+1 (203) 650-9488

[jbettini@el-j.com](mailto:jbettini@el-j.com)

**el-j** | *Experience matters™*



**Terri McTaggart**

SVP, Strategic Accounts  
& Executive Producer

+1 (248) 224-7036

[tmctaggart@el-j.com](mailto:tmctaggart@el-j.com)

**el-j** | *Experience matters™*



**Torsten Raak**

SVP, Sales & Marketing

+49 170 1240177  
+1 (813) 902-9500

[traak@el-j.com](mailto:traak@el-j.com)

**el-j** | *Experience matters™*

*The End*

What story can we help **you** tell?

Made with  from all of us.

**el-j**