

Take Your Conference to the **NEXT LEVEL**

When you're responsible for bringing hundreds or thousands of people together, it's important to make your investment and attendees' time worthwhile. That means designing a conference that's **unique, engaging, and—most importantly—valuable** for attendees, speakers, exhibitors, and your organization alike.



What We Do

We bring together design and people expertise to elevate major events.



BRANDING + EXPERIENTIAL DESIGN Create a Cohesive Branded Experience

We take your event goals and transform them into unique and creative brands that drive **interest and attendance**. We then partner with event planners and organizers to bring the brand to life via dynamic signage and unique activations that differentiate the experience.

SERVICES

- + Theme and brand development
- + Signage and wayfinding design
- + Experiential activation



PROGRAMMING ENHANCEMENT Position Your Panels and Speakers to Shine

We transform conference programming into **engaging, impactful experiences for everyone**.

We provide your speakers and panel moderators with simple guidelines and tools that actively engage audience, maintain energy, and lead to meaningful conversations.

SERVICES

- + “Panel+” (TM) methodology for moderator and panel preparation and effectiveness
- + Captivate, Connect, Compel audience engagement model (TM) for a high-impact experience
- + Advanced speaker preparation and coaching tools

Challenges We Help You Solve

- 1 **Conferences that feel outdated or disconnected.**
- 2 **Unclear event goals or audience takeaways.**
- 3 **Speakers that struggle** with engagement and audience connection.
- 4 **Panels that feel passive**, predictable, or dominated by a few voices.
- 5 **Moderators that miss the moment to facilitate** meaningful conversations or manage discussions effectively.

The Value We Create

Making conferences better for all.



Attendees

We create engaging, impactful experiences that drive return attendance.



Speakers & Panelists

We provide strategies, tools, and techniques to confidently deliver well-balanced and audience-centered presentations.



Exhibitors

We provide sponsors of all sizes promotional and brand alignment opportunities that best fit their goals.



Organizers

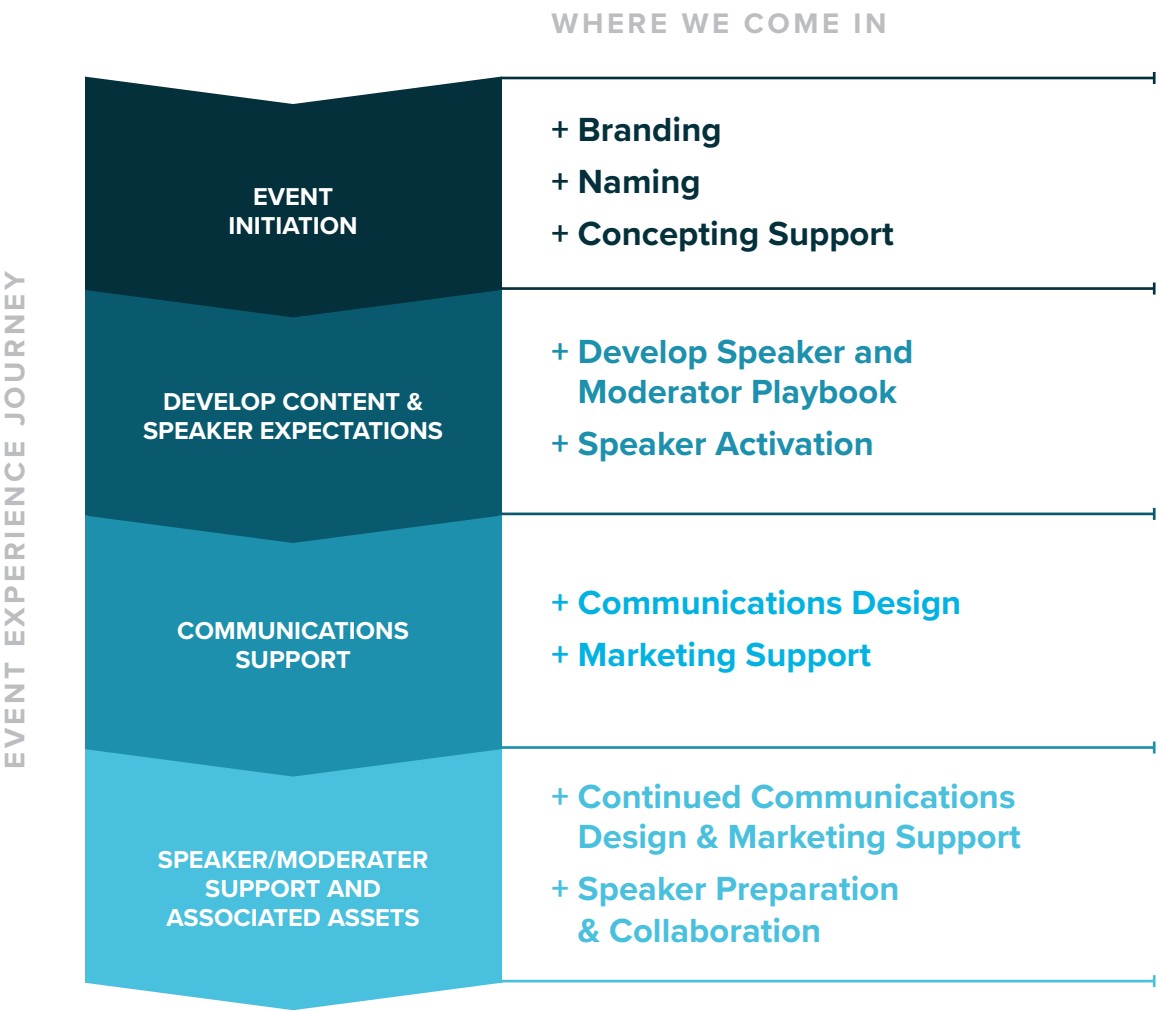
We strengthen your brand to help increase repeat attendance and sponsorships, from one year to the next.



How We Work

Enhancing event design and planning

We build on the great work of your event planners. We work with experienced organizers like you in a targeted way to set the stage for a great event and then make sure you—and your planners—can deliver on it.



★ A DIFFERENTIATED EXPERIENCE! ★

Proven Success

Trusted by visionary leaders and organizations

We've partnered with a diverse array of organizations to create and deliver elevated experiences.



“From leading a dynamic preparation process for our moderators, to supporting seamless day-of execution, to energizing the room as our MC, they were with us every step of the way. Their leadership and expertise didn't just set us up for success — they helped ensure our event was extraordinary for all involved.”

— Karen Weigert
Director, Baumhart Center
Loyola University Chicago

Who We Are

Leveraging decades of design and people expertise.

We are a **branding and strategy team** and a **collective of organizational culture consultants** with more than 40 years of combined experience in helping organizations and people level up and stand out. Our respective expertise delivers our customers unique value—designed experiences that help people grow.



BRANDING + STRATEGY PARTNERS
Founded in 2003
bluedaring.com



ORGANIZATIONAL, STRATEGY, AND CULTURE CONSULTING
Founded in 2011
inquestconsulting.com

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