

WENDY PORTER EVENTS

# COMPANY OVERVIEW



# Introducing Wendy Porter Events (WPE)

Founded in 2015 in Minneapolis, MN, WPE is a small, woman-owned certified business (S/WBE) that specializes in both in-person and virtual conferences, meetings, tradeshow, and VIP experiences for customers and executives.

Our professional event managers and vendor partners are top quality professionals, totaling 250+ years of collective experience.





# OUR MISSION

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We design impactful events that drive business growth and deliver measurable results. We partner with our clients to create unforgettable experiences that attract more customers, boost sales, and amplify brand visibility. With strategic creativity, flawless execution, and a commitment to innovation and integrity, we turn events into powerful tools for success.

# OUR MOTTO

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*"Strive for perfection. Settle for excellence."*

~ Walt Disney



# WHY WE ARE THE **RIGHT CHOICE**



With over 30 years of corporate marketing experience, including 23 in event management, Wendy brings proven expertise to every project. She led events for major corporations, spending over a decade as Head of Events for UnitedHealthcare Medicare & Retirement during its time as a Fortune 12 company.

Recognized for her excellence, Wendy has received top industry honors, including the 2024 Visionary Award from Smart Women in Meetings and a spot on EventEx's 2024 list of the Top 100 Most Influential People in the U.S. Events Industry.

The WPE team, with over 100 years of collective event management experience, delivers exceptional event management with seamless communication, flawless execution, and a shared passion for excellence.

**1300+**  
Events  
Produced

**\$200MM+**  
Total Budgets  
Managed

**1 Million+**  
People Exposed  
to a WPE Event

**100%**  
Satisfied  
Clients



# PROVEN SUCCESS AND SATISFACTION

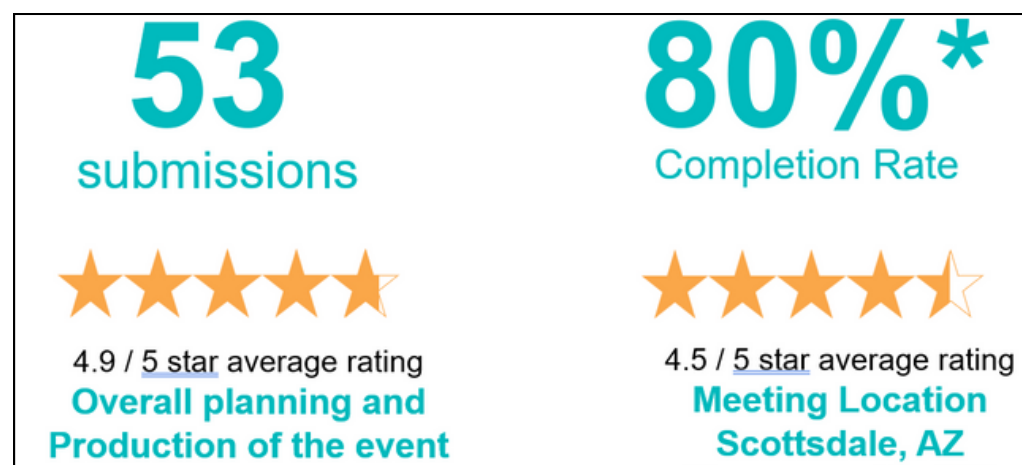
*"Despite being a contracted vendor, Wendy and her team seamlessly integrated into our marketing team, operating as if they were an in-house extension of our staff over the last 5 years. The dedication and attention to detail they bring to every event are unparalleled.*

*Our customers consistently rated our events 4.5 stars or higher out of 5.0, and our all-employee conferences achieved an impressive 4.9 stars. There simply is no one better!"*

Anita Giraldo, MBA, RDN, LDN  
Director of Marketing  
VigiLanz, an Inovalon Solution



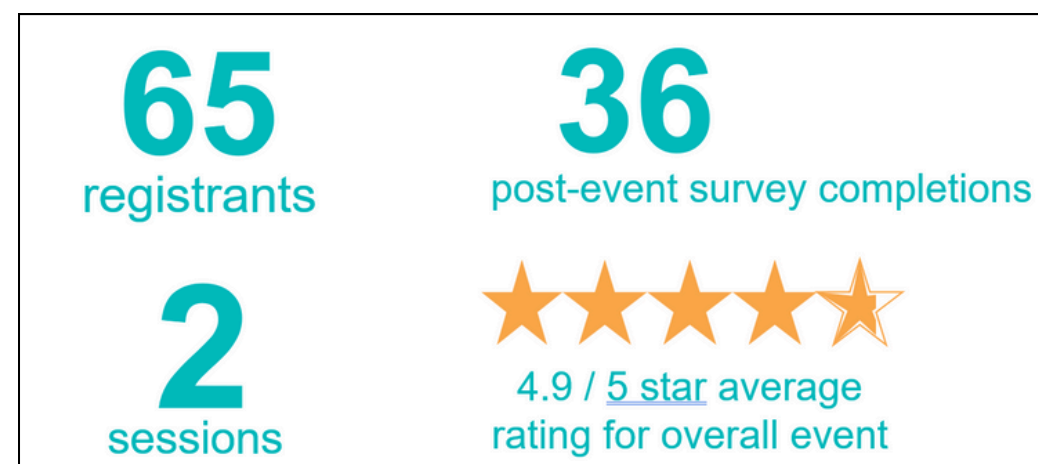
## 2023 All Hands Offsite



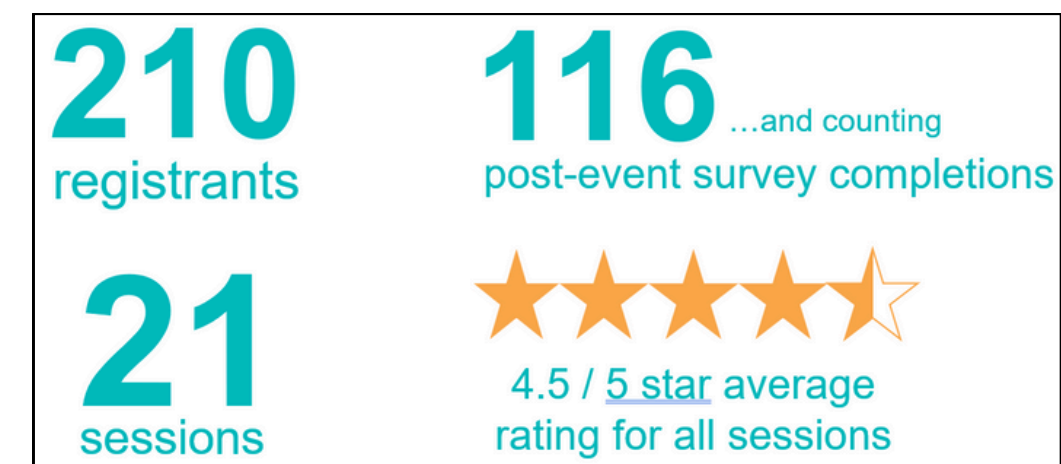
## 2022 All Hands Offsite



## 2021 Virtual User Conference



## 2020 Virtual User Conference





# OUR CLIENTS



UNITEDHEALTH GROUP®



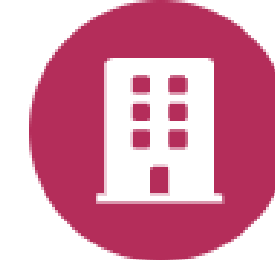


# OUR SERVICES



## **Strategic Concept & Design**

WPE works with clients to create custom event concepts that align with your goals, delivering unique and impactful experiences.



## **Venue & Contract Negotiation**

We identify the best venues and negotiate contracts to secure optimal pricing and terms, saving you money while ensuring the perfect space for your event.



## **Financial & Budget Management**

We strategically manage budgets to maximize return on investment, closely monitoring expenses and delivering transparent financial reports that ensure every dollar works toward your goals.



## **Program & Agenda Development**

We design engaging event programs with impactful keynotes, interactive workshops, and team-building activities to boost audience engagement and drive sales.



## **Vendor Coordination**

Our team expertly sources, contracts and coordinates vendors, including caterers, audio-visual specialists, decorators, and entertainment providers, ensuring seamless collaboration and flawless execution.



## **Onsite Event Management**

We handle all event operations—setup, registration, attendee management, and troubleshooting—so you can focus on building relationships and maximizing ROI with peace of mind.





# CAPABILITIES

- IN PERSON, VIRTUAL & HYBRID EVENTS
- ANNUAL STRATEGIC PLANNING / BUDGETING
- TRADESHOWS
- CUSTOMER DINNERS & RECEPTIONS
- CUSTOMER USER GROUPS
- CONFERENCES & MEETINGS
- EXECUTIVE LEADERSHIP MEETINGS & RETREATS
- PRODUCT LAUNCHES
- VIP HOSPITALITY EVENTS
- BOARD MEETINGS
- SPORTING EVENTS & FESTIVAL ACTIVATIONS
- SOCIAL RESPONSIBILITY EVENTS
- GALAS / AWARD PROGRAMS / FUNDRAISERS
- BRAND ACTIVATIONS
- EMPLOYEE EVENTS & CELEBRATIONS





# OUR NETWORK IS YOURS >250 YEARS OF EXPERIENCE

## **PARTNERS:** **Our Differentiator**

We partner with top experts across the event industry, bringing in the right skills at the right time to maximize cost-effectiveness.

Our core team or partners offers over 250 years of combined experience in marketing, consulting, and event management to flawlessly execute your event or project.



# CONTACT INFO

**Wendy Porter**

Chief Events Strategist / Founder

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Office: 612.823.1869

Minneapolis, MN

## WEBSITE

[WENDYPORTEREVENTS.COM](http://WENDYPORTEREVENTS.COM)

## SOCIAL

[LINKEDIN](#)



[FACEBOOK](#)



[INSTAGRAM](#)



## ARTICLES

[WENDY PORTER EVENTS BLOG](#)



**Wendy Porter Events, LLC**





# ADDENDUM







# OUR CORE TEAM







ABOUT ME

# Wendy Porter





# WENDY PORTER - CHIEF EVENT STRATEGIST

## CORE WPE CLIENT RESPONSIBILITIES:

- Client Management
- Event Strategy
- Industry Trends & Relationships
- Vendor Sourcing & Management
- Budget Development & Forecasting
- Production & Content Management
- Keynote Speaker Recruiting

## EXCEPTIONALLY MAGICAL AT:

- Corporate Events and Keeping an Eye on Cutting Edge Trends
- Innovative Creative Design & Visioning
- Relationships in both the Live Events Industry and in Corporate Business

## ADDITIONAL SKILLS:

- 15 Years of Direct Mail, Catalog, E-Commerce and International Marketing/Exhibiting Experience
- Corporate Social Responsibility / Volunteer Event Coordination
- Grassroots Lobbying / Government Affairs Experience & Contacts
- Conversational German Speaker - Nearly 2 years in Europe between high school and university studies, business trips with two different employers and personal travel.



CliftonStrengths®

- **ACHIEVER**
- **STRATEGIC**
- **MAXIMIZER**
- **RESPONSIBILITY**
- **COMPETITION**



# WENDY PORTER

## THE ACTIVIST



**Wendy is a warrior for the Live Events Industry. Seeking COVID relief to sustain the two million small businesses throughout the US that employed 12 million Americans who were unemployed during the pandemic, she is a champion for change.**

Since 2020, Wendy has worked tirelessly with the Live Events Coalition (LEC), advocating for the industry. The LEC was created in early April 2020 in response to the COVID crisis. Wendy wears three hats within the Coalition:

- Board Member, National LEC
- Vice-Chair, Government Affairs, National LEC
- Founder/Chair, LEC Minnesota



THE  
WALL STREET  
JOURNAL



Wendy's leadership has been featured in National media, including a segment on the *Shepard Smith Show* on CNBC and an article in the *Wall Street Journal*. She coordinated and participated in a Congressional Listening Session in MN with Congressman Dean Phillips and Congresswoman Angie Craig, as well as in a national conversation with Senator Amy Klobuchar and Representative Phillips about this critical issue.





Wendy also gained local media attention for her advocacy work, including the coordination of the Minnesota 'Road Case March' and the 'Northern Lights Empty Event' at Aria in Minneapolis in 2020. These events highlighted the crisis in MN and shined a light on the wide range of industry professionals who were immediately out of work when businesses shuttered.

Wendy worked on legislation at the city, state and federal levels, meeting with local officials and over 100 members of Congress to educate our elected leaders about the \$1.2 trillion dollar industry that was left out of meaningful COVID relief. She successfully got the State of MN to stand up a grant program (lottery driven) for small businesses left out of relief. **As a direct result of Wendy's leadership with the LEC, in April 2022, the US House of Representatives passed HB 3807, the "Relief for Restaurants and other Hard-Hit Small Businesses Act of 2022".**

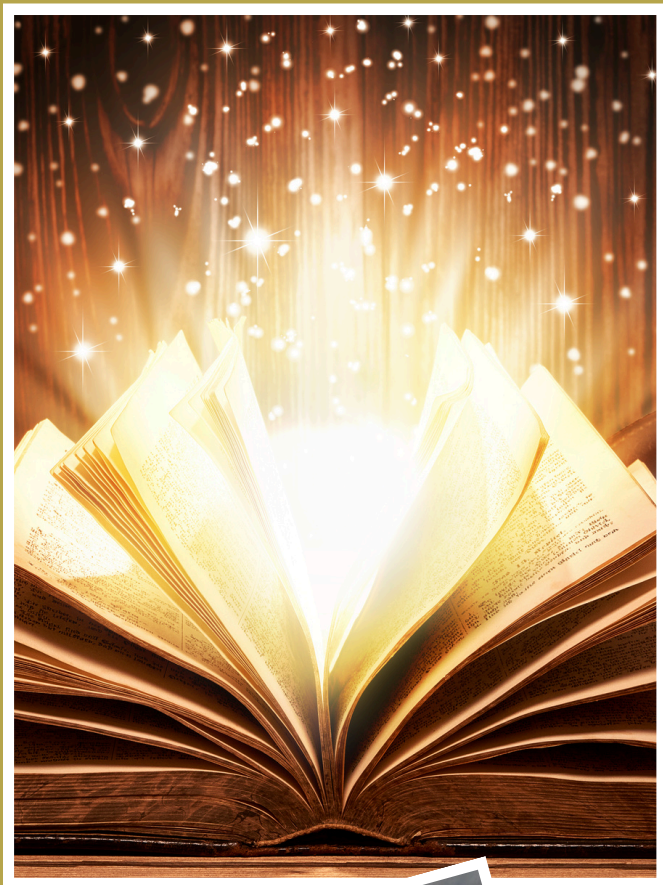




# A W A R D S







ABOUT ME  
Linda   
Hurtley





# LINDA HURTLEY - DIRECTOR OF OPERATIONS

## CORE WPE CLIENT RESPONSIBILITIES:

- General Event Planning Responsibilities
- Venue Sourcing, RFP's and Contract Negotiations
- Food & Beverage Management
- Event Specification Detailing & Banquet Event Orders (BEO's)
- Event Registration & Badge Management
- Transportation Coordination
- Housing / Hotel Management
- Budgeting / Forecasting
- Website Management

## EXCEPTIONALLY MAGICAL AT:

- Association and Non-Profit Events
- Venue Management: Contracts, Room Specs, Food/Bev, BEO's, Hotel Relationships
- Transportation Coordination
- Registration Coordination and Onsite Team Management

## ADDITIONAL SKILLS:

- 10 Years as Director of Catering & Sales at various hotels in Twin Cities
- Deep Cross-Functional Hotel Experience
- Deep Event Industry Relationships
- Her family owns and runs a Pizza Shop!



CliftonStrengths®

- **CONSISTENCY**
- **ADAPTABILITY**
- **RESPONSIBILITY**
- **DISCIPLINE**
- **DELIBERATIVE**







**ABOUT ME**  
**Jaime**  
**McKenzie**





# JAIME MCKENZIE - SENIOR EVENT MANAGER

## CORE WPE CLIENT RESPONSIBILITIES:

- End-to-End Event Planning - Tradeshows, Conferences, User Group Events, Virtual Events
- Project Management Detailing in Asana or other PM Tool.
- Event Registration & Mobile App Development
- Budgeting / Forecasting / Invoice Management
- Onsite Event Support
- Graphic Design / Printing / Onsite Signage Management
- Reporting & Database Management

## EXCEPTIONALLY MAGICAL AT:

- Customer / Vendor Relationship Management & Onsite Support
- Optimizing Spreadsheets and Streamlining Processes
- Writing and Editing
- IT / Technical Software Tool Management & Optimization

## ADDITIONAL SKILLS:

- Technical Writing / Communication Development
- General Marketing
- Corporate Social Responsibility Strategy & Events / Volunteer Management
- Website Creative / Updates
- Social Media Content, Communications & Graphics



CliftonStrengths®

- WOO
- POSITIVITY
- MAXIMIZER
- ADAPTABILITY
- ARRANGER



2014 Markey Award



# ADDITIONAL WPE TESTIMONIALS



Wendy Porter Events stepped in during a critical time for our team, providing seamless tradeshow support during a maternity leave and ensuring nothing fell through the cracks. They didn't just maintain the status quo—they elevated it. Wendy's team developed a forward-looking 2025 tradeshow strategy with a thoughtful scoring methodology and budget model to evaluate opportunities. They also introduced us to vendors for exhibit houses, data management, lead capture, internet providers, and experiential activations, giving us valuable tools for future success. WPE's expertise, proactive approach, and attention to detail were instrumental in enhancing our 2025 event marketing strategy. AND there's more! Equally important was that Wendy and her team were a JOY to work with!

**Patrick Reiter**  
Fractional CMO,  
Authentic

**RACHEL DEALTO**  
*Speaker & Author*

Working with Wendy is like having a meeting planning magician on your side. She's incredibly organized, thinks ahead of every detail, and always has a creative solution ready to go. But what truly sets her apart is her strategic mind. She understands how to make meetings not just productive, but truly impactful. Wendy's win of the 2024 'Smart Woman in Meetings' award is so well-deserved!

**Rachel DeAlto**, CSP, JD, Keynote Speaker,  
Relatability Expert, TV Personality, Author,  
Consultant



# ADDITIONAL WPE TESTIMONIALS



I had the pleasure of working with Wendy Porter and her team for our annual mental health convention, which spanned five days and welcomed over 1,500 attendees. I cannot express enough how impressed I was with their professionalism, attention to detail, and dedication. From the initial planning stages to the execution and wrap-up, the team was incredibly organized and efficient. They anticipated our needs, helped manage every aspect of the event flawlessly, and were always ready to go above and beyond. She emphasized thorough communication daily leading up to the event, and were always extremely transparent and honest. She treats each event as if it's her own and truly puts everything into it. The feedback from our attendees was overwhelmingly positive, with many noting how seamless and enjoyable their experience was. I highly recommend Wendy and team to anyone in need of an exceptional events team. They played a crucial role in making our event a resounding success, and we look forward to working with them again in the future. Thank you so much for your outstanding service and for helping us make a meaningful impact on mental health awareness!

**Alyssa Morgan**

Events Manager

National Alliance on Mental Illness (NAMI)



Wendy Porter is the greatest conductor of an event orchestra that an organization could ever ask for. From the very beginning of the planning effort, I felt safe, supported and energized concerning the entire production. Wendy goes above and beyond any expectations I could have in preparation, execution and expert guidance. Wendy sets the highest standards for any event I have ever been a part of, and the manner in which she demonstrates a company's brand, values, social responsibility and conduct is powerful. She exemplifies the shadow of a leader in way that all organizations could and should emulate. Hire Wendy Porter Events, LLC – You will be in great hands with Wendy as your conductor.

**Dr. Jamie Huysman**

Vice President, Provider Relations

WellMed (A division of UnitedHealth Group)



# ADDITIONAL WPE TESTIMONIALS



I worked with Wendy Porter on a leadership meeting for a health care CEO who was new to the job. This dynamic new leader was determined to use the event to catalyze change in the organization. The stakes were high and Wendy was up to the challenge. She assembled an A-list team and went to work to create an event that exceeded her new client's expectations. It was a delight to work with her on this project. Wendy Porter is a tour de force. If you want someone to think strategically about your event and execute it flawlessly, she's the one you should call. Wendy's attention to detail is unmatched, she doesn't leave an idea un-explored, and her events drive results. What's more, Wendy is unflinchingly honest, has the "get-it-factor" X10, and is a lot of fun.

**Martha Pettee**

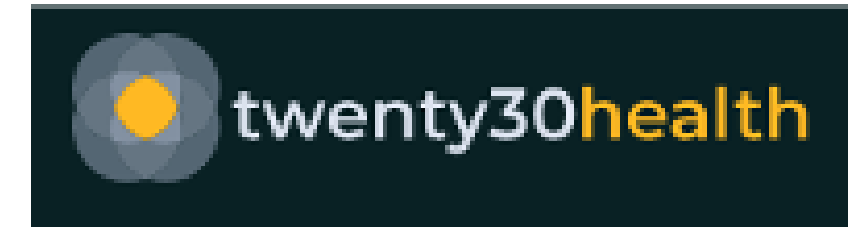
Managing Partner, Creative Director  
Story Stick Marketing



Working with Wendy was an absolute pleasure. Her willingness and never-ending effort to create the best attendee experience was an extremely valued component of our partnership. The event industry is constantly evolving, but Wendy's care, integration of attendee engagement, and overall commitment to maintain a high quality and impactful event experience never changed. She is truly one of the best event professionals, for both live and virtual events, in our industry.

**Stephanie Lindo Stokes**

Former Business Development Manager  
Heroic Productions



Wendy is the most thorough, organized, and creative event planner that I have ever worked with. She has a wealth of both strategic and tactical experience and is well-connected in her industry. She is a pleasure to work with, and I would recommend her for any event planning needs, whether virtual or in-person.

**Sara Strom**

Former Vice President, Marketing  
twenty30 health



# ADDITIONAL WPE TESTIMONIALS



Wendy brings order to chaos. She makes the difficult look easy. She thinks of the things that could go wrong before they do and puts contingency plans in place. She thinks on her feet and leaves no detail to chance. I have had the privilege of working with Wendy at several events from the small to the enormous and always walk away wondering how she does it. She is not only like magic, she is magic.

**Dawn Martin**

Director, Retail Operations  
UnitedHealthcare Medicare & Retirement



TripleTree collaborated with Wendy Porter Events and Change Healthcare at the 2016 Ryder Cup. Throughout the process, Wendy Porter demonstrated her command of the event management discipline and brought her attention to detail and passion for flawless execution to the engagement. As we consider future special events, Wendy Porter Events will be an organization we look to for leadership and guidance.

**Michael Carroll**

Chief Marketing Officer  
TripleTree



Thank you for hosting us in your home town this weekend! What a remarkable, memorable, and world-class event. The Ryder Cup provided a great setting for us to spend quality time with our guests. The event helped strengthen our relationships with a very important partner and will surely create new opportunities for us going forward. Simply a fantastic job.

**Steve Aylward**

Senior Vice President  
Change Healthcare (Now part of Optum)