



Event Design International

Building Relationships Through Meaningful Events

Most organizations realize a majority of their revenue from repeat customers versus first-time customers, yet when you examine how much time and money is spent on customer acquisition versus customer retention there is a significant disparity in these numbers. With the advent of social media, an organization's customers, now more than ever, have the power to drive new first-time customers to the organization's brands through their testimonials and recommendations. It seems appropriate to consider reshaping marketing and sales strategies to refocus more attention on current customers and all the employees that collectively support your customers. An organization's customers and employees are the its greatest assets.

Event Design International (EDI) is a leading event management and consulting firm that works with organizations to build relationships with customers, prospects and employees through meaningful events.

Creative Team

EDI draws upon a vast number of resources and experiences to service our clients. The varied backgrounds that EDI personnel bring to the task of managing and designing our clients' event including interior, floral and graphics design, film, theatre, professional photography and event marketing. The EDI management staff also includes the professional operational and financial managers that complement our event management team and enhances our event management controls and analytical assessments. While all these backgrounds may not have direct applicability to each event or meeting, these varied perspectives serve as stimuli for creativity, coordination and design imagination.

History

Event Design International was formed in 2004 by Diana Hisey. Diana serves as Chief Executive Officer, Chief Creative Office and Senior Planner. She is a graduate of Ohio University majoring in communications and theatre. Prior to her involvement in the special events industry she owned and operated a commercial/residential interior design firm. Diana is an active member of Meetings Planners International and in 2007 was selected by MPI as Ohio Planner of the Year. She is an incoming member of the Board of Directors of MPI Ohio and has served as Past Chapter President of the International Special Events Society.

Over the past three years EDI has been undertaking a market expansion program opening offices in Erlanger, KY, Columbus, Ohio, Los Angeles, Houston and most recently Indianapolis. EDI works with some of the leading companies and organizations in each respective community and the world. Selected clients include General Electric, Johnson & Johnson, Nationwide Children's Hospital and Procter & Gamble.

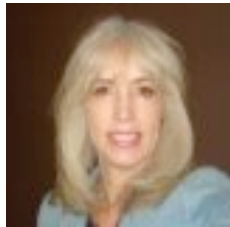
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Executive Team



Diana Hisey, CEO, Chief Creative Officer, Senior Planner - Diana is a graduate of Ohio University majoring in communications and theatre. Prior to her involvement in the special events industry she owned and operated a commercial/residential interior design firm. Diana is an active member of Meetings Planners International and in 2007 was selected by MPI as Ohio Planner of the Year. She is an incoming member of the Board of Directors of MPI Ohio and has served as Past Chapter President of the International Special Events Society. Diana is also an active member of the Green Meeting Industry Council and is active as a guest speaker for various associations and colleges.



Kari Eisenhooth, Indiana Director - Kari has planned and executed over 500 events ranging from 25 to 20,000 attendees throughout North America, Europe and South America. Included among the events Kari has managed are brand promotional events, red carpet galas, celebrity appearances, fashion shows, trade shows, city festivals & concerts, and national sales conferences. Kari is a graduate of Ball State University earning a degree in journalism with core concentration in public relations and advertising sequence.



Stacey Kuzda, Regional Director - Stacey has 15 years of experience in marketing, specifically event marketing and serving as President of Mix Marketing. She received a Business Administration and Marketing degree from Cleveland State University, and also studied international marketing at Buckinghamshire College in High Wycombe College, England. Stacey is an active participant in many organizations in the Columbus community including The Columbus Chamber, where she developed the Business After Hours program and Columbus Recreation and Parks, where she served as Board President of the Community Recreation Council



Brad Hisey, Marketing Director - Brad graduated from the University of Colorado in Communications. He is also a professionally trained photographer. Brad heads up EDI's affiliate event photography business, EDI Digital.

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Timothy Hisey, Executive Vice President - Prior to joining EDI Tim spent 32 years as a practicing CPA and a Corporate CFO. Tim's public accounting experience included a lengthy career with a "Big Four" international accounting firm serving both publicly and privately held companies. Among Tim's corporate experience is serving as CFO of venture capital backed start-up company. Tim earned both his undergraduate and graduate degrees from Ohio University.

Office Contacts

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Los Angeles	Brad Hisey	310-598-1435	dianah@edievents.com

Additional Information

Contact Tim Hisey, Executive Vice President, at thisey@edievents.com or 859-372-6604 for additional information.