

ideaLand and PennHouse Productions are proud to announce a collaborative services lineup effectively creating a one-stop-shop for all of your event, marketing and communications needs. Our combined expertise allows us the ability to provide you with the best possible array of services delivered in a professional, highly creative and collaborative manner. What you want to accomplish matters most to us, and what we can accomplish for you is amazing!

event production and management

Development, design and logistics for Launch Events, Galas, Fundraisers, Tradeshow, Openings, Annual Meetings, Panel Discussions, VIP Private Parties, Premieres, Wrap Parties, Flashmobs and Corporate Meetings

- Creative collateral from inception to event
- Strategy and budget development
- Registration, ticketing and auction management
- Full scale production, including staging, audio visual, decor and talent
- Food and beverage
- Live/silent auction development and management
- Budget management
- Staff and volunteer procurement and management
- Badges and credentialing
- Sponsorship development and management
- Vendors and security management
- Guest list management
- Sponsorship packages

marketing and strategic planning

- Branding and image building
- Product, service and venue launches
- Strategic and creative development and implementation of multi-level long and short-term marketing initiatives and budgets
- Key relationship analysis, targeting, outreach, building and management
- Materials, infrastructure and process analysis and enhancement for consistency and effectiveness
- Client, business partnership, market and revenue streams analysis and reporting
- Vendor management and staff development for ongoing marketing initiatives
- Cross promotion development

communications, social media and publicity

- Newsletters - online and print
- Email marketing, database management
- Print materials, brochures, flyers, logos
- Websites
- Copywriting
- Advertising design and planning
- Presentation materials, proposals, training materials, and speech writing
- Invitations
- Sales and event collateral
- Strategy development and management
- Facebook, twitter, LinkedIn, Instagram and Pinterest
- Blogging
- Editorial Pitching
- Event Publicity and online promotion
- Scheduling of media interviews
- Post event photo pitching
- Press releases and public relations management

webmastery, creative and other services

- Website design and launch
- SEO and SEM best practices
- Promotional items
- Video production
- Photography
- Graphic Design



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