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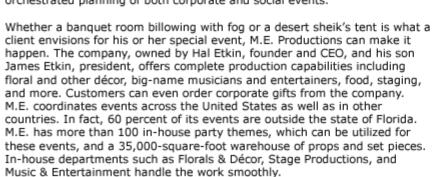


September, 2002

The Life Of The Party! By Glennis G. Wright

A behind-the-scenes look at one of Florida's premier event planners and the magnificent floral settings it creates.

Event planning is an exciting business, and Ft. Lauderdale's M.E. Productions keeps the excitement Christopher Lvon building with sophisticated designs; breathtaking décor; and high energy, interactive talent for its clients' special events. More than 500 events per year-small, intimate gatherings of 50 people or huge, corporate events of 3,000 attendees—bear testimony to the satisfaction of this Florida company's customers and the success of its carefully orchestrated planning of both corporate and social events.





Owners: Hal Etkin and James Etkin Locations: Ft. Lauderdale, Orlando, and Number of events per year: 500 Number of employees: 80 full time,

Year established: 1975

Annual sales volume: \$10 million

flowers are stars, too

In the Florals & Décor department, flowers for M.E.'s events are all handled from a small area with a permanent staff of three full-time employees and two part-time workers. M.E. Productions' floral administrative director, Christopher Lyon, who began working in the event industry when he moved





As M.E. Productions grows, it is finding for events they're planning in other o staff with them to produce those ever M.E. regularly works with several hot Doral Golf Resort & Spa in Miami, the Beach, and The Westin Diplomat Reso

pricing perfection

Mr. Lyon shares that M.E.'s minimum and it's \$5,000 for a corporate event. \$1,000 is required, then 25 percent c before the event, 25 percent is due s balance is due the week of the event. deposit is required, and 75 percent of a week before the event date, with the following the event.

Mr. Lyon reports that M.E. doesn't chi is there a fee if the customer decides made. Labor is included as part of the two months' advance notice is prefer three weeks is more usual nowadays.

doing it all

M.E. Productions is vastly accommodutilize any segment, or all, of the sen Consequently, the cost of individual e choose to avail themselves of the Bus includes lighting and other technical (only the Florals & Décor department; a destination for their meeting or sec events. Entertainers are drawn from : entertainment industry including Bon

event essentia

In addition to floral décor that is rec ed for each event, Christopher floral administrative director of