

HOW TO BUILD TEAMS TO GROW YOUR BUSINESS?



WHO AM I?

“A creative who’s had to become an administrator”





WHO IS PETAL?

- 30 Years in Business
- \$1million/year → \$15 million/year
- 500 events/year
- 50-100 employees





HOW DID WE GET HERE?

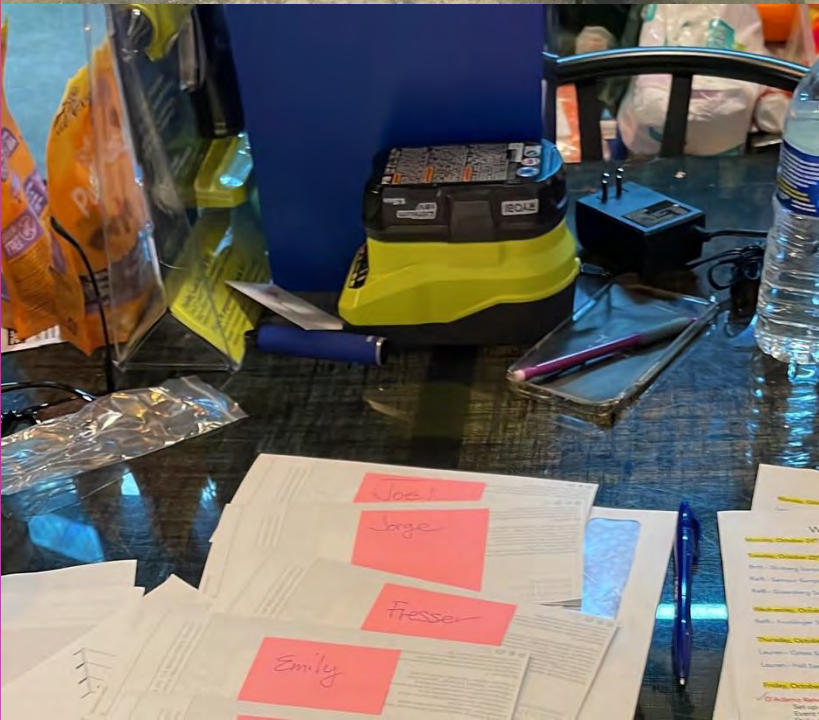
- FIND THE WEAKEST LINK
- COMMITMENT to **SERVICE**





TEAM BUILDING/HIRING/EMPLOYEE RETENTION

- Treating with respect and dignity
- Patience!!
- Realize that I set the tone. My mood affects everyone else – monitor myself.
- EDUCATE – DON'T CRITICIZE



HIRING

- It's ALL about the TEAM
- NO Room for Superstar
- Fit in or not?



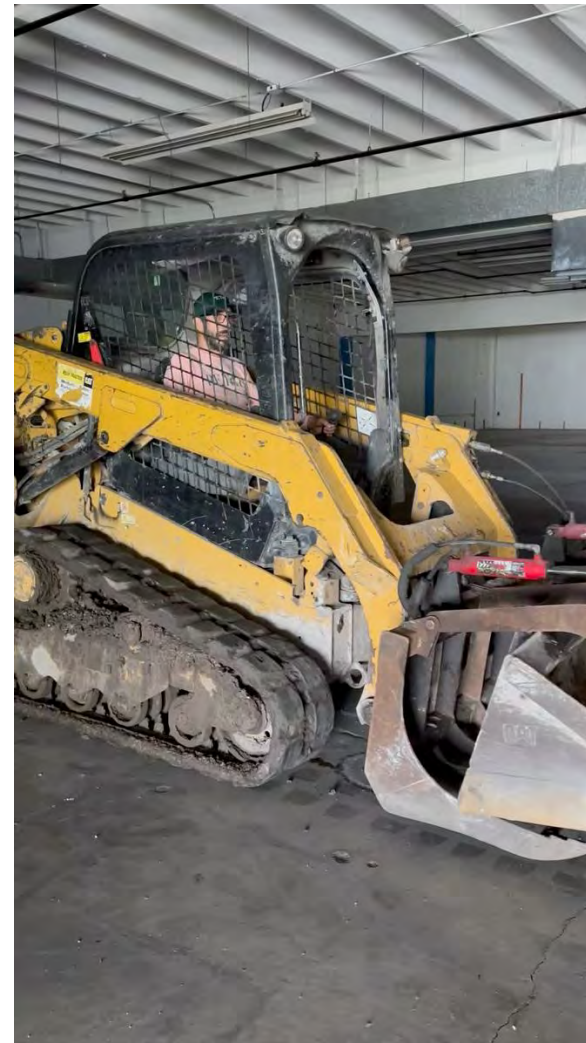
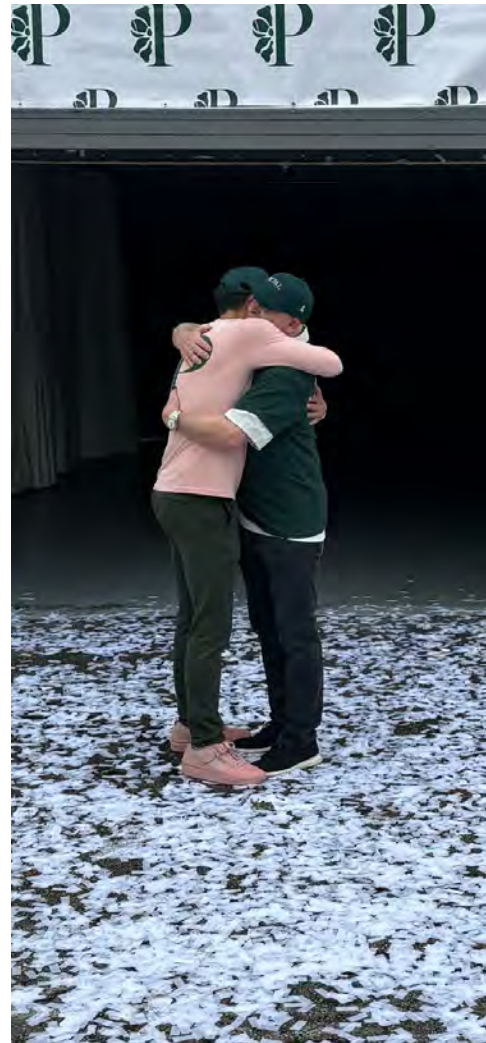
DON'T SWEAT THE SMALL STUFF!

- Don't Sweat the small stuff!
- Some people are late, some are early.
- People are not always their best selves and that's ok.
- Be aware of cancer on your team, the SPREAD!
- Not everyone has the same process, allow people autonomy so that they can grow and maybe learn something yourself.
- Know when to stay out of it and when to step in

GROWTH

- Growth in the company?
- People from one position growing to another one
- PAY your team!!!!
- Great team → Company Growth





VENDOR RELATIONSHIP



January 31st
 Waite Sample @ 11:00am
 Sales Sample @ 2:30pm

Children's Hospital - Nicklaus Children's
 Set up time: 8:30am
 Event time: 9:30am
 Strike time: 12:00pm
 Contact: Blanca Brody 305-796-2083

February 1st
 A Gala Sample @ 11:00am
 Samias Sample @ 5:00pm

Wedding - Aventura Chabad North
 Set up time:
 Event time:
 Strike time:
 Contact: Orgalite 786-301-7331

February 2nd
Welcome Party - The Gabriel South Beach
 Set up time:
 Event time:
 Strike time:
 Contact: Jennifer Johnson 954-822-2124

Welcome Party - UMiami Newman Alumni
 Set up time:
 Event time: 5:30pm
 Strike time: 8:30pm
 Contact: Olivia 231-313-0968

Shabbat Dinner - Bakers Cay
 Set up time:
 Event time:
 Strike time:
 Contact: Rose Ovadia 954-854-4523

Saturday, February 3rd
Miami City Ballet Pick Up
 Pick up time:
Tynion Wedding - Fisher Island
 Set up time:
 Event time:
 Strike time:
 Contact: Jennifer Johnson 954-822-2124

Sneed Wedding - Biltmore
 Set up time:
 Event time: Church at 2:00pm
 Biltmore at 4:30pm
 Strike time:
 Contact: Gigi 305-431-1663

Sunday, February 4th
Boone Wedding - Four Seasons
 Set up time:
 Event time: 4:00pm
 Strike time: 11:00pm
 Contact: Mayrelis 786-402-6395

Plotkin Wedding - Bakers Cay
 Set up time:
 Event time: 4:00pm
 Strike time:
 Contact: Rose Ovadia 954-854-4523

Monday, February 5th
LaCroix x Eatscom 2024 Strike - Bayfront Park
 Strike time: 9:00am
 Contact: Riley Leonard 310-403-0683

Wine Star Awards - Eden Roc
 Set up time: 2:00pm
 Event time: 5:30pm
 Strike time: Tuesday at 9:00am
 Contact: Camryn 805-835-3391

Sample

- * Tuesday
- * Wow Gulliver
- * Wow FNEI
- * Wednesday
- * Baitherwaite
- * Gonzalez



CHEHEBAR BRIDAL SHOWER-SMA
 POOL PARTY- WEDDING
 ANNETTE PICK UP
 WILSON WEDDING
 WOW CHAPMAN
 SONNI & ADAM WELCOME-WEDDING
 LIVE NATION x SALES FORCE
 LUSKY WEDDING
 HAPPY WEDDING



TIPS – TIPS - TIPS

- Never assume you know everything or anything
- Keep learning, reading, finding answer or inspiration
- If you are stock your team will be too
- TRY TO HAVE FUN!