

## EVENTS WITH A PURPOSE

*We have over 20 years experience working with membership organizations engaging members or clients to give more, buy more, learn more or connect more through meaningful events and travel.*

*Working with businesses, communities, non-profits and organizations, we are experts in the art and science of engagement marketing -- connecting individuals to a brand or cause through participation, sharing and interaction.*

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Steppin' Out  
Adventures

*Event Management  
&  
Marketing  
Services*

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## Steppin' Out Adventures

Robin Richman, Executive Director

**[www.steppinoutadventures.com](http://www.steppinoutadventures.com)**

[robin@steppinoutadventures.com](mailto:robin@steppinoutadventures.com)

[info@steppinoutadventures.com](mailto:info@steppinoutadventures.com)

877.264.7694 (toll free)

773.960.7477 (mobile)

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“We Got it Covered”  
Full Service Event  
Management

## AREAS OF EXPERTISE

- Results-based fundraising events and galas for charities, foundations and causes.
- Outdoor and/or activity-based events including bike rides, walks, golf tournaments and scavenger hunts.
- Sensitivity in working with customers, boards, volunteers and donors and cultivating relationships.
- Spotless event, project and program management.
- Managing clients' expectations through clear communication and thorough attention to detail.
- Resourceful fiscal management
- Five-star customer satisfaction.
- New and creative ways to enhance existing programs.
- Strong collaboration and promotional skills.
- Extensive professional networks
- Results-oriented marketing communications.
- Technically Savvy in HTML, databases, Microsoft Office, desktop publishing and social media.

## OUR SERVICES

### **Full Service and Consulting**

- **Board / Committee Management**
  - Define roles and expectations
  - Volunteer Administration & Engagement
  - Oversee staffing & committee's work
- **Administration and Support**
  - Create timeline
  - Oversee budget
  - Develop and administer registration process and materials
  - Follow up on committee's contacts and in kind donations
- **Program Logistics**
  - Negotiate and oversee contracts with venue, food, entertainment
  - Design program itinerary or route that takes into account safety, terrain, scenery, medical facilities, water access, and county politics.
  - Request and obtain permits
  - Oversee signage and supplies
- **Marketing and Recruiting**
  - Create and manage marketing/ PR plan and materials for event participant recruitment
  - Create and manage marketing plan and materials for event volunteers
  - Create and manage marketing plan and materials for sponsorship and in-kind donations.

## OUR EXPERIENCE

- Managed and grew a member-based travel organization from a mere idea over 16,000 subscribers nationwide. Created, led and executed nearly 500 events from local wine tasting to three weeks in Africa.
- Manage and Produce Corporate and Charitable Events. Here's a sample:
  - **Event Manager** for the inaugural and now annual **Lymphoma Research Foundation's** 50 mile Ride For Research fundraiser bike ride
  - **Program Manager**: Designed a four-day sales meeting infusing team-building initiatives for **Nestle**.
  - **Event Manager**: Created day long team-building exercise to address diversity issues for **Verizon's** international sales group.
  - **Route Manager**: Created a 240 -mile bike route for the **Heart of America Aids Ride**
  - **Program Manager**: Produced a community involvement day for hundreds of employees at **Inland Steel**.
  - **Event Manager and Team Building Facilitator**: Coordinated weekend leadership development trips each summer for **Butler Rubin law firm**.
  - **Logistics Manager: Four Winds Adventure Race Company**. Solicited foreign government officials to review international race potential. Managed race operations for a local multi-day adventure race in Utah.