

# PRESS KIT

## *the* WOW *factor*

FEATURING:  
DEBORAH ELIAS  
CSEP, CMP, CIS



## GET WOWWIED

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## **BIOGRAPHY**

Deborah Elias, CSEP, CMP, CIS has been planning events for over twenty years. Since starting her business, Elias Events, LLC in Houston, she has planned hundreds of amazing events across the United States, and many international locations. She is an award-winning event planner with achievements of distinction including twice awarded the *Esprit* award and once the exclusive hospitality industry *Gala* award. She has served on many industry boards including as president of Houston Chapter of the ILEA, the SEARCH Foundation and Special Events Magazine boards, and currently sits on the Texas Meeting and Events Advisory Board. She frequently writes for industry publications including Connect Magazine, The Special Event Magazine, Plan It Meetings Magazine, Meetings Management Magazine, and Texas Meeting and Events Magazine. She is frequently sought after for her expertise by various media outlets across the country.

She has attained Certified Meeting Professional, Special Event Professional and Incentive Travel Specialist designations. She speaks passionately about *Event Innovations* at many industry conferences including The Special Event, ILEA Houston, SITE, PRSA, IMEX and has been a frequent guest lecturer at the University of Houston.

No event is too big or small, she loves them all from weddings to corporate events to nonprofit fundraisers and everything in between. She gracefully blends the keen eye and imagination of an artist with the business savvy of a utilitarian project manager to orchestrate among the most recognizable and highly regarded corporate events, charity fundraisers and government events.

She is responsible for “the big picture,” creating the thematic relevance for events including branding, theming and scripting. She creates the sense, style and chemistry of an event, campaign or activation from its inception and follows it through to its conclusion. She also is the genesis and inspiration of the décor, menu and direction and cultivates the ceremonial pageantry and protocol elements for our projects. She has a passion for the industry and especially for innovations in event technology and entertainment and is constantly pushing the boundaries in her projects. From her many success and accomplishments, it is clear that Deborah absolutely loves what she does because she does it with an unbelievable style and flair.



## PRESENTATION

<b>Topic</b>	The WOW Factor: Using technology and trends to make your meetings pop
<b>Description</b>	Experience live technology demos and discover creative tips on how to use technology and trends to wow your attendees. Find out how this clever technology can also make your day-to-day workflows more efficient. The session is engaging and showcases multiple products, trends, apps and ideas.
<b>Objectives</b>	<p>Learning Outcome 1 Discover innovative technology and event ideas</p> <p>Learning Outcome 2 Learn to create more meaningful and deeper learning experiences at meetings</p> <p>Learning Outcome 3 Find out how to quickly adapt and implement these technologies into everyday events and meetings</p>



## TESTIMONIALS



Hi there,

I'd love to get a copy of the sheet handed out at the end by the speaker—and tell her she did a great job despite the tech difficulties!

Thanks in advance!



Message: Hi Deborah,

Engaging presentation at last week's ILEA Conference! I'd appreciate if you can forward over a copy of your deck, to assist in educating my catering execution teams.

Enjoyed the opportunity to meet you and look forward to following you across social media channels.

Many Thanks!

Jen Chauvin, CMP  
Senior Director, Marketing Strategy & Event



Hi Deborah

Can you send your ppt presentation....really enjoyed.

Cheers  
Patrick Peel  
Hello Las Vegas





Deborah, you did a great job!  
 Awesome ideas! Excited to use some of those! @eventideaguru #TSE2018

3:37 PM · 1/31/18 from New Orleans, LA · Twitter for iPhone



A HUGE thank you to today's wonderful guest speaker, @eventideaguru, for sharing your knowledge with us! #REVEALna15

1:00 PM · 12/7/15 · Sprout Social





Hi Deborah,  
I attended your session earlier this week at PRSA ICON and enjoyed the tools and ideas you shared. Would you please send me your charts? [chas.hoff@nasa.gov](mailto:chas.hoff@nasa.gov)

Thanks!  
Chas Hoff  
NASA Safety Center



RE: Keeping Up with the Wow - TSE Presentation

 Nicole Iovine 2:13 PM  
To You ...

THANK YOU! Just wanted to say your session was the best I attended during the conference.

Nicole Iovine, CMP, CSEP



 Connect Corporate @\_Conne... · 34m  
Indoor fireworks are rising trend for wow factors at #events. #connectfinancial @eliasevents



1 1 1

 Connect Corporate @\_Connec... · 55m  
Great #eventtech tools to wow #event attendees by @eliasevents



**LINKS TO PRESENTATIONS SAMPLES**






<https://youtu.be/lp35Jkq-nBg>  
<https://www.youtube.com/watch?v=lt08GN-zWZ0>  
<https://www.youtube.com/watch?v=QXxNmH8QPqI>  
<https://www.youtube.com/watch?v=YG7H8YGS2s0>  
<https://www.youtube.com/watch?v=3Z-ktEy-t-k>  
<https://youtu.be/NvfyPwLd6B8>  
<https://www.youtube.com/watch?v=AfgmkwLYu7o>  
[https://www.youtube.com/watch?v=pnb\\_dYZIDLm](https://www.youtube.com/watch?v=pnb_dYZIDLm)  
<https://www.youtube.com/watch?v=sqilh6N-Np8&list=UUfNwpW45EwnOaEXSIG8YnHw&index=8>  
<https://www.facebook.com/deborah.elias/videos/10156322278521676/?t=15>  
<https://www.youtube.com/watch?v=Q1ixty0AAYY>  
<https://www.youtube.com/watch?v=OMBmocG3vv8&t=1s>





## SOCIAL MEDIA

Social Media	URL
	<a href="https://www.facebook.com/deborah.elias">https://www.facebook.com/deborah.elias</a>
	@eliasevents
	<a href="http://www.linkedin.com/in/deboraheliascsepmpcis">www.linkedin.com/in/deboraheliascsepmpcis</a>
	@eventideaguru
	<a href="https://www.youtube.com/channel/UCgc3BwUEVuejD0N2rYPoMuA?view_as=subscriber">https://www.youtube.com/channel/UCgc3BwUEVuejD0N2rYPoMuA?view_as=subscriber</a>

