



**SOIRÉE**  
PLANNING  
& PRODUCTION

# **SJ SOIRÉE CORPORATE EVENTS**

Brand Activations | Product Launches | Live Events



- 3 About SJ Soirée
- 4 Services We Offer
- 5 How We Do It
- 6 Creative Development
- 7 Testimonials
- 8 Contact Us





# Hello, it's really nice to meet you.

## We are SJ Soirée

Based in Toronto. SJ Soirée specializes in crafting immersive events tailored to meet the unique needs and objectives of each client. With years of experience in the industry and corporate experience in marketing and sales, our team brings a wealth of expertise and creativity to every project. From meticulously planning logistics to curating engaging experiences, we are committed to delivering excellence in every detail. Whether it's a product launch, gala dinner or team retreat, we pride ourselves on our ability to transform ideas into exceptional events that leave a lasting impression. We thrive in all celebratory settings and truly believe that the host should never be the planner. Collaborate with us to elevate your corporate gathering and make them truly memorable.

## About the Founder

Jyoti's passion for events stems from her undergraduate career where she led conferences for nationwide students and renowned corporate sponsors at prestigious Toronto venues such as The Fairmont Royal York. Shortly after, Jyoti transitioned from a corporate career in marketing and sales and obtained her wedding planning certification. With this certification coupled with a business degree and corporate experience, Jyoti brings forth extensive knowledge about project, budget and brand management. Now several years in the Toronto events industry, Jyoti's trusting approach, keen eye for detail and design and expertise in logistics are the contributing factors for her events. From her clients' perspective, it's Jyoti's positive energy, creativity and attention to detail that makes the planning journey so seamless and enjoyable.



# Services We Offer

## Brand Activations

We expertly design and execute engaging brand activations, creating immersive experiences that captivate audiences and drive meaningful connections with your brand.

## Product Launches

We conceptualize and execute impactful product launches, meticulously crafting strategies to unveil your new products and drive brand awareness.

## Live Events & Celebrations

We curate and manage captivating live events, ranging from galas and seminars to media and influence gatherings to name a few, creating memorable experiences for your audience.



# How We Do It

## 01 | Define Objectives

Understand the purpose and goals of the event. Whether it's a product launch, team-building activity, or conference, clarifying objectives will guide the planning process.

## 02 | Budgeting

Determine the budget allocated for the event. This will influence decisions on venue, catering, entertainment, and other aspects of the event.

## 03 | Selecting a Venue

Choose a venue that aligns with the event's objectives, budget, and logistics requirements. Consider factors such as capacity, location, amenities, and ambiance.

## 04 | Event Design & Theme

Develop a cohesive design concept and theme that reflects the company's brand identity and the event's purpose. This includes décor, signage, branding elements, and overall aesthetic.

## 05 | Vendor Management & Logistics

Hire and manage vendors such as caterers, audiovisual technicians, decorators, entertainers, and any other service providers necessary for the event.

## 06 | Marketing & Promotion

Create a marketing strategy to promote the event to attendees, sponsors, and stakeholders. This may include digital marketing, email campaigns, social media promotion, and traditional

## 07 | Registration & Ticketing

Set up an efficient registration process for attendees, including online registration platforms, ticketing, and name badge creation.

## 08 | Attendee Experience

Plan engaging activities, workshops, and networking opportunities to enhance the attendee experience and achieve event objectives.

## 09 | On-Site Management

Execute the event smoothly by overseeing all aspects of the event on-site, managing staff and vendors, handling any unforeseen issues, and ensuring guest satisfaction.

## 10 | Post-Event Evaluation

Evaluate the success of the event by gathering feedback from attendees, sponsors, and stakeholders. Analyze event metrics to identify areas for improvement and inform future event planning.





# Creative Development

## **Understand Brand & Objectives:**

Deeply grasp the company's brand identity, values, and event goals, incorporating specific themes or messaging desired by the company.

## **Define Event Concept:**

Craft a distinct concept or theme aligning with the company's brand and objectives, drawing from the event's purpose, audience, and industry trends.

## **Research & Inspiration:**

Conduct extensive research, gathering inspiration from diverse sources like design trends, past events, and industry standards to inform the creative direction.

## **Colour Palette & Visual Elements:**

Curate a cohesive color palette and visual elements that resonate with the event concept and brand identity, considering colour psychology and desired ambiance.

## **Décor & Furnishings:**

Choose décor and furnishings that breathe life into the design aesthetic, including furniture, lighting, signage, and floral arrangements to elevate the event atmosphere.

## **Branding Integrations:**

Seamlessly integrate the company's branding throughout the event design, incorporating logos, brand colors, and elements subtly into various design elements.

## **Layout & Spatial Design:**

Strategize the layout and spatial design of the event space, ensuring a visually cohesive and functional environment by planning décor and furniture placement.

## **Execution & Implementation:**

Execute the design plan meticulously during event setup, coordinating with vendors and staff to ensure flawless implementation according to the envisioned aesthetic.



## Web Sharx

“Working with SJ Soirée was an absolute pleasure! Their team took the time to thoroughly understand our brand strategy, vision, and objectives, and then seamlessly translated that into a stunning event that perfectly encapsulated our brand identity.”

---

## Leah & Ben

“I know it was a huge job with all of the logistics and organizing, but my goodness SJ Soirée made everything come together so effortlessly and with such a positive attitude. They never turned down an idea, they always found a way to make the vision work.”

---



## Paul & Daryl

“Jyoti and her staff delivered beyond expectation. Attention to detail and timeliness were at the top of our list and they definitely went above and beyond to make sure our event was stress free.”

---

## Isha & Ankit

“Jyoti understood our needs, vision and budget perfectly. She found the exact right people for the job and we ended up going with her initial recommendation for vendors almost all of the time. She also kept our priorities in mind, knowing where to make compromises and what our non-negotiables were.”





# SOIRÉE

PLANNING  
& PRODUCTION



## CONTACT US

### Address

SJ SOIRÉE  
130 King Street West, Suite 1800  
Toronto, ON M5X 1E3  
Canada



### Online

Email: [info@sjsoiree.com](mailto:info@sjsoiree.com)  
Website: [www.sjsoiree.com](http://www.sjsoiree.com)

### Phone Number

Phone: (416) 768-0378