

An abstract graphic featuring a network of colorful lines (yellow, orange, red, blue, purple) and nodes (black circles) that form a complex, interconnected structure. The lines and nodes are set against a background of horizontal bands in shades of blue and white, with a vertical band of yellow and red on the left side.

End-to-End Event Production for Brands and Startups

RAFAEL CUBELA

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- + Strategy
 - + Planning
 - + Execution

- + A full service operations and technical partner with expertise building conferences, festivals, expos, galas, and their ancillary events, from the ground up
- + Production and creative oversight for scenic, print, expo booths and display features, as well as integrated marketing collaterals and digital campaigns
- + Precision execution on single market or touring activations, assets, promos, and staff
- + Scalable team available for intimate to stadium-scale brand marketing concepts



Conference Production

- Operations:** Account teams, budgeting and finance, operations and production management
- Creative:** Brand strategy, conference branding, print design, print traffic, production quality control
- Content:** Strategic content development, presentation design and graphics, motion graphics
- Venue:** Venue oversight, contract and show management, planning and futures
- Technical Direction:** Pre-production and on-site technical oversight, engineering, permitting
- Talent:** Speaker/entertainment booking, speaker training, presentation support



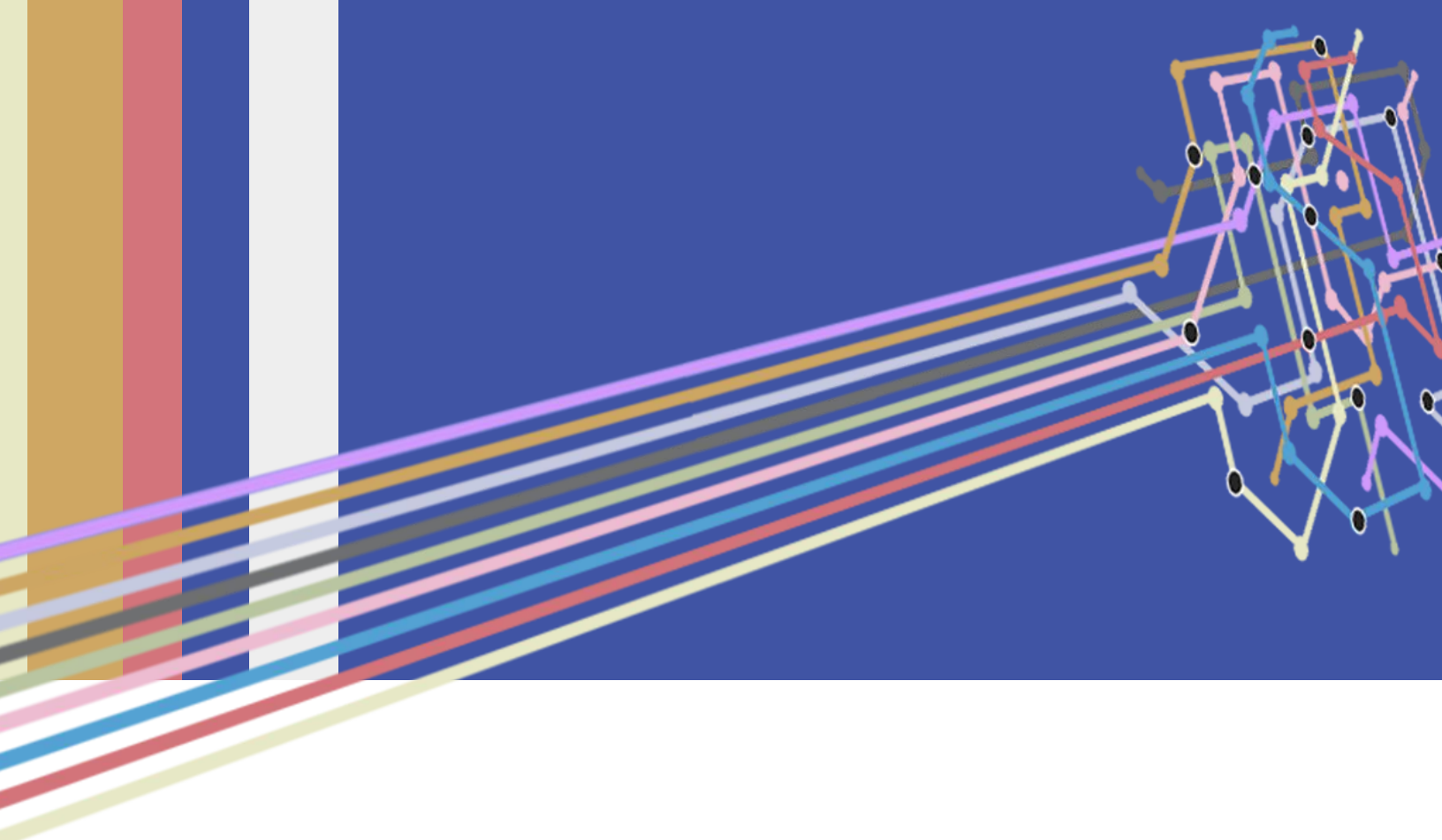
Trade Show and Expo

- Operations:** 360 expo management, single booth applications, staffing, housing and travel
- Creative:** Booth creative strategy, attendee experience, 3D design, fabrication, large-scale print graphics, small-print collateral, promotional and giveaways
- Brand Content:** Integrated campaign strategy for digital and out of home, editing and animation for digital signage, filming/event coverage and post-event content
- Technical Direction:** Advancing, pre-pro and on-site technical direction, labor and I+D contracts



Experiential Marketing

- + Product Launch
- + Branded event, concert or festival
- + Influencer, perks/signature member event
- + Sampling and promotional tour
- + Award shows and galas
- + Bespoke art and interactive tech installations
- + Pop-ups, location takeovers
- Operations:** Program operations and management, staffing and logistics
- Creative:** Creative direction and design, program strategy, integrated content design, digital/social and media strategy, activation and online measurement



THANK YOU

Let's
Connect!



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