

# EVENTEXEC.

EVENT EXEC IS A FIRST CLASS EVENT BUSINESS SPECIALISING IN ACCESS AND HOSPITALITY SOLUTIONS FOR SPORT & MUSIC EVENTS. THE NEW ELITE\* BRAND HAS BEEN DESIGNED TO 'WOW' THE MOST DEMANDING GUESTS, WITH BESPOKE AND 'UNOBTAINABLE' EXPERIENCES.

“IT'S ABOUT CREATING AN EXPERIENCE THAT YOU WOULD NEVER OTHERWISE RECEIVE AN INVITATION TO”



In a world where cash is king, for those fortunate enough to have plenty of it, it's a tad frustrating to be told there are some things money can't buy – the box to entertain a client at a major event, the last of which sold out months ago; the front-row concert seats you promised the kids and forgot to book; the anniversary meal at that chic celebrity eaterie that simply refuses to fit you in... 'I recognise the name, Sir, but this evening, I'm sorry, we're fully booked.'

"It's not who you are or what you can afford – it's who you know," says hospitality and events guru Laura Rosinska.

'Mrs Fixit' to her many illustrious and discretely wealthy clients, Laura simply doesn't countenance the word 'no'. "Anything is possible if you have the right connections," she insists.

Her little black book (too precious to digitise) acts as 'open sesame' to venues around the world where if she's not already on first name terms with the management, she'll know someone who is.

Politely persistent, charming and energetic, as founder and director of Event Exec and Event Exec Elite – its newly launched unique, bespoke and completely confidential service for ultra high net worth individuals – Laura's 20 years of power networking in international corporate and sports entertainment is evident in the relationships she builds.

"I'm proud to say clients don't just get to know me; they come to trust me," she says. "I might book tickets in a box for something the family wants to see and then all of a sudden I'm looking at their personal brand or business marketing plans and putting together an events schedule for the next quarter to fit in with the strategy. We'll look at the venues, the people they want to invite and the food and hospitality to fit their brief and budget.

"A lot of what I do in both the private and corporate worlds is, of course, highly confidential and with many clients there is a large degree of crossover between the two."

Among them, the multi millionaire forex trading disruptor and finance industry entrepreneur Greg Secker regularly engages Event Exec to deliver bespoke corporate and private functions.

He relies on Laura to source the very best – whether it's sharing his daredevil passion for rally driving with business associates at prestigious motorsport events; popping Krug with clients at boutique and chic music and arts festivals; or corporate entertaining at the UK's greatest arenas.



"Laura completely understands my way of working. I'm not a 'why?' guy, I'm a 'why not?' guy and she gets that. Like me, she doesn't entertain the notion of the unobtainable," says Greg. "I'm sure if I asked her to lay on a corporate event in the Sahara with flowers from Iceland and penguins from Antarctica she'd sort it, no problem."

"Like many of my clients, I also look after Greg on a private client basis, arranging occasions for family and friends," adds Laura, "and he quite rightly expects the very best seats in house, which I have always managed to deliver – including Golden Circle Access for Adele and Drake London concerts and VIP tickets for Justin Bieber and Ed Sheeran."

With exclusive access to all the major arenas in the UK and internationally, including host sites for the world's cricket, football and rugby tournaments, she can confidently say that 'when something says it's sold out, it isn't'.

British TV presenter Michael Kurn is happy to testify to that. "Whenever I need access for an event for my friends, family or clients, I choose Laura at Event Exec," he says. "No request is too big or too small. If Laura can't get you a ticket, no one can."

Event Exec's partnership with The Nth Degree Club, the exclusive private dining club, founded by Restaurant Association President Robert Walton MBE, which provides high-level networking through private dining experiences, gives clients privileged access to the finest private dining rooms and tables in London.

This month (December), will see Laura evolve Event Exec's bespoke client service into something even more exclusive – the Event Exec Elite brand.

"Event Exec Elite is designed for those corporates, their clients and private individuals who are looking to take their hospitality to the next level," says Laura.

From securing a private yacht, courtesy of its billionaire owner, for an MD to celebrate the



imminent opening of a new office in Dubai; to offering clients the rare opportunity to entertain guests at next year's Henley Regatta and Festival in an achingly beautiful private waterfront home; or giving them the keys to a 10-bedroom retreat on a glorious country estate in West Sussex, complete with own butler and access to sports and spa, this new Elite service is the ultimate in private hospitality.

"Event Exec's extensive network of personal connections allows us to build a totally unique package for Elite clients – from finding a luxury venue not normally available to hire, to engaging the celebrity chef to cater your guests, we take care of every detail, creating something bespoke and memorable," says Laura.

"It's about creating an experience that you would never otherwise receive an invitation to – because it only exists through us."

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**FOR MORE INFORMATION PLEASE CONTACT**

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