



8(a) and EDWOSB certified

## Don't sweat the planning! In-person, virtual, and hybrid event services.

Especially important in today's climate, Red Carrot's cross-functional team of event planning and marketing staff, technology specialists, and subject matter experts have mastered the nuances of conducting successful virtual and hybrid events. Our events make significant marketing and communications strides for our clients global reach.

Red Carrot has managed over 750 nationwide conferences and events. We create memorable experiences with quantifiable touchpoints. What distinguishes the work is our constant innovation based on data-driven scientific processes. Whether Red Carrot is hosting conventions, trade shows, small- and large-scale tours, conferences, exhibits, or virtual events, we leverage our data analytics to continuously deliver client results that surpass expectations.

We utilize our own proprietary Red Carrot Event Management System to effectively plan and implement event logistics. This system facilitates our management of projects digitally and in real-time. It securely stores important data and information to coordinate all aspects of the events. Our curated event experiences begin with the first touchpoint and continue long after the event concludes. The results have earned us exemplary CPARS ratings.

**Red Carrot is a trusted 8(a) and EDWOSB award-winning agency**  
providing clients with innovative event planning and event management  
solutions for In-Person, Virtual, and Hybrid events.

### Contact Information

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GSA MAS GS-00F-181GA

**theredcarrot.com**

## Our Capabilities



### ADVERTISING

Media Planning  
Media Buying  
Outreach Campaigns  
TV, Print, Radio, Outdoor  
Digital Advertising



### DIGITAL ENGAGEMENT

Web Architecture  
Web Design  
Content Management  
SEO/SEM  
Analytics



### STRATEGIC PLANNING

Communication Audits  
Informational Interviews  
Quantitative Studies  
Focus Groups  
Competitive Analysis  
Best Practices Benchmarking  
Program Evaluations



### BRAND DEVELOPMENT

Brand Plan  
Communications Plan  
Logo and Brand Identity  
Marketing Collateral Development  
Multicultural Outreach



### PUBLIC RELATIONS

Press Releases  
Media Clippings  
Satellite Media Tour  
Online Reputation Management  
Earned Media Strategy  
Influencer Outreach



### MANAGEMENT CONSULTING

Active Program Management  
Workforce Operating Modeling  
Process Improvement  
Risk Analysis  
Technical Writing  
Digital Transformation  
Organizational Change  
Data Analytics



### GRAPHIC DESIGN

Concept Development  
Brand Development  
Rebranding  
Printed Collaterals  
Illustration  
508-Compliance



### SOCIAL MEDIA

Social Media Management  
Community Management  
Social Media Listening  
Social Media Content Creation



### HUMAN CAPITAL SOLUTIONS

Operations Staffing  
Administrative Support  
Recruitment & Retention  
Transforming Operations  
Diversity, Equity, and Inclusion  
Employee Journey  
Team Alignment  
Program Delivery



### VIDEO PRODUCTION

Animated Videos  
Testimonial Videos  
PSA Videos  
508-Compliance



### EVENTS

Site Selection  
Travel & Logistics  
Virtual Events  
Trade Shows  
Recruiting Events  
Event Management

## NAICS

512110	541511	541613	541810	541840	541870	541922	561320
515120	541611	541614	541820	541850	541890	541990	561920
541430	541612	541618	541830	541860	541910	561110	611430

## Our Clients

