



Dana Hazels Seith
Copywriter & Creative Consultant



404.964.1517



dana@danapop.com



@danapops

Client:

Premier Events

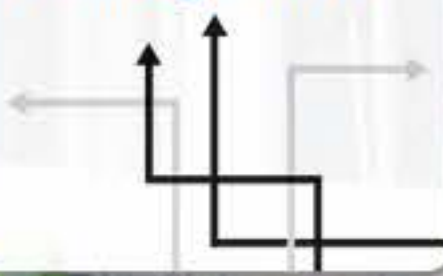
Project Description:

Large-scale events and production company, Premier Events, needs founder identities to integrate seamlessly with already establish branding.

Scope of Work:

Copywriting three founders bios on company website.

event
management



marketing



talent
buying &
production



concessions &
bartending
service



Rob Frazer

Partner | Business Development & Concessions Operations

Although Rob Frazer earned a communications degree from Oglethorpe University, he would never have guessed that post-graduation, he would actually make his living communicating in the ways he does today. Rob is one of the founding partners of Premier Events and he knows how crucial good communication is in order to create successful events.



Rob started as a barback at Chastain Park Amphitheater during college and today has grown into one of the most respected names in the industry. While trying to please a broad spectrum of people scares most, it doesn't Rob. He recognizes that events can speak to a wide variety of audiences – no matter what the demographic or type of event. Not only does he have a comprehensive knowledge of concessions, sponsorship and event logistics, but he also has the ability to foster relationships with vendors and facilities which can play a critical part in a smooth running event.

Rob experienced the exhilaration of meeting the challenges in the events industry during his first projects The Arts Festival of Atlanta and the first concert he worked at Chastain Park Amphitheater. But, it took him working Music Midtown in 1995 to solidify the direction of his career. That's when Premier Events was born and there was no turning back. His light bulb moment however, came a couple years later, when Rob saw Bob Dylan perform at Music Midtown. Knowing he had a small part in making that happen, he realized there was nothing he'd rather be doing.

The Premier Events impressive client list is diverse - past and current clients include; concert venues - Chastain Park Amphitheatre, The Tabernacle and the Coca-Cola Roxy Theater; and festivals including Music Midtown Festival, the Atlanta Dogwood Festival, the Atlanta Jazz Festival, the Atlanta Pride Festival, Taste of Atlanta, the Inman Park Festival, the City of Decatur events, the Green Concert in Piedmont Park 2008 – 2010 (Dave Matthews Band, Paul McCartney and the Eagles), and Virginia Highland's Summerfest.

Rob's passion for working events is evident with everyone he encounters. Rob loves the energy and excitement of being a part of something so big, with so many moving parts. Over the years he has faced every possible challenging event situation. It is this experience and his ability to make quick decisions that makes him a successful event producer and asset to his clients.

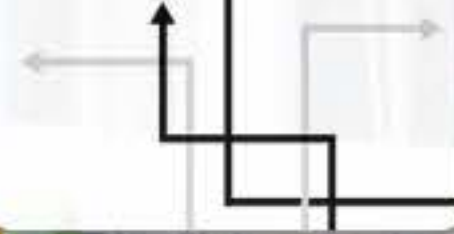
Awards & Organizations

- 2003 President of the Georgia Festivals & Events Association
- 2004 President of the Georgia Festivals & Events Association
- Board of Directors, Georgia Festivals & Events Association
- Received 2013 Chairman's Award from the Southeast Festivals & Events Association





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Jonathan Rawls

Partner - Business Manager

Since 1984, Jonathan Rawls has worked in the events management business. He started out with the ultimate college job, selling concessions at Braves games as a fundraiser for his Oglethorpe University fraternity. As luck (and hard work) would have it, Jonathan was not only asked to expand locations and coordinate other groups working within the stadium, but he also got to work alongside his fraternity brother Rob Frazer, who would later become one of his partners in Premier Events.



Having been in the business for more than 20-years, Jonathan specializes in concessions – an integral portion of event management. When Lakewood Amphitheater opened in 1989 he was able to get a contract to recruit, train and manage the entire concessions staff at the amphitheater just two weeks prior to the opening. That same year, Lakewood was voted one of the Best New Outdoor Concert Venues of the Year in the U.S. After Lakewood, Jonathan headed to Chastain Park Amphitheater and within one year he was hired as concessions manager for that facility. In 1995, he and Rob formed Premier Events, a full-service events management business.

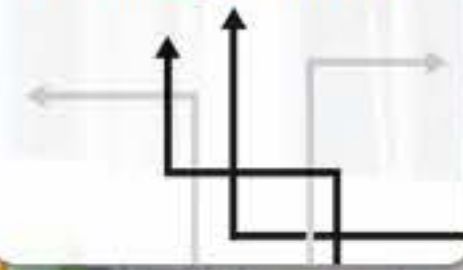
Jonathan thrives on the unpredictably of events, and loves that no two events that are alike, saying that it, "keeps you on your toes to be creative with each one." He thinks the best parts of working in events management are being outside, and seeing others have a good time. Jonathan loves creating pleasurable experiences for both the crowd and also developing great groups of people to work with as part of the Premier Events team.

Jonathan has always worked well under pressure, also working as a paramedic while in college. He maintains his state license, and has volunteered with the county emergency management agency for more than 30 years.

Not one to like being in the spotlight, Jonathan plays a pivotal, behind the scenes business role and loves keeping up on the latest technology to further streamline events. He is proud of the fact that Premier Events is big enough to get the job done, yet small enough to care about each individual client and treat them as if they are the only client on the roster.



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Laura Valente

Partner | Event Operations, Entertainment and Marketing

Laura Valente has a passion for building great events. From concept to implementation, she has mastered many facets of events including overall event management, marketing, talent buying, sponsorship development and more. An Atlanta native, she has always been deeply fueled by the entertainment industry. As a concert-going teenager, she was fascinated by everything that was going on to make the show happen, beyond the stage, and her curiosity led her to where she is today.



Laura's more than 20-year career has spanned an impressive client roster, working with some of the biggest names in the industry. Her career started early as several college internships at local concert venues solidified her passion for producing concerts and events. Upon graduating from college, she landed a position with Concert/Southern Promotions which was later bought by Clear Channel (now Live Nation). During this time, she played an instrumental role in the re-development of the Roxy Theatre, Cotton Club and Atlanta's Music Midtown Festival.

In 2001, Laura became the Vice President of Mad Booking & Events and headed up the companies Atlanta operations. She managed projects such as the weekly summer concert series events On the Bricks (Atlanta, GA), Dancin' in the District (Nashville, TN), Memphis in May (Memphis), DC Sessions (Washington, DC) which featured artists such as Kanye West, John Mayer, Jason Mraz, Avril Lavigne and The Black Eyed Peas. The company also produced a number of corporate events and tours such as the Virgin College MegaTour and Volvo All Access Tour.

In 2006, she founded her own events management company, Pure Entertainment, Inc. which offered event consulting services for festivals such as Taste of Atlanta, Atlanta Dogwood Festival and more.

In 2009, Laura decided to merge Pure Entertainment with Premier Events, a company she'd worked alongside for years on many events. Premier Events had a strong reputation for successfully managing event concessions and with the additional of Laura to the team, the company expand their services to include event management, marketing and talent buying thereby offering their clients a one-stop event consulting solution.

Laura believes that events are all about being creative enough to develop an idea and then juggling the millions of details to execute those concepts. She is skilled at thinking strategically to ensure that all the elements of an event fit seamlessly together as well as motivating and effectively communicating with a team to make it happen.

Awards & Organizations

- International Festivals & Events Association (IFEA)
- Georgia Festivals & Events Association (GFEA)
- National Academy of Recording Arts and Sciences (NARAS)
- Previous Board Chairman of GFEA
- Served as a member of NARAS Atlanta Chapter's Board of Governors
- Received GFEA's Event Director of the Year award in 1997
- Frequently requested speaker on the topics of event sponsorship, marketing and entertainment by professional organizations and conferences.

