

# Gina Wade – World Class Event Planner to the Stars

## In this episode:

- Her journey to leading world class events for big names & brands such as the Entertainment Tonight Emmy Party, Lifetime Women Rock, Beyonce Record Release Event, An Evening at the Osborne's with Elton John - to name a few!
- Her college days and early stages of career-building and how elite event planning is truly the path for her.
- Her interest in branding & buying psychology and how this built credibility in her career at the age of 23.
- Learn tips from Gina as she shares her approach to bringing her clients' vision into a creative event and still being able to incorporate their brand identity into it
- Gina's design inspirations & how matching the venue into the aesthetics is crucial in event planning & hosting
- 2020 - interesting year for Gina as an event planner & how she maneuvered through the year
- Is there such a thing as true "work/life balance"?
- How building your team also equalizes to growing your business

Gina Wade is a well-known and respected leader in the world of special events & hospitality. An expert in event concepts, as well as sales & branding, she is known for her creative ideas, client relationships & attention to detail.

Gina's enthusiasm and caring demeanor immediately put her clients at ease while she brings their vision to life.

## Quotes from this episode:

"When you're going to think about who your audience is, you'll want to send messages of what's going to appeal to them." —Gina Wade

"Play to your strength." —Gina Wade

"I need to step back so that I can step forward." —Gina Wade

"Every brand has an underlying message and you would want people to see who you are and what you value through these events you're hosting." —Gina Wade

"Asking for help is not a weakness but a strength." —Gina Wade

"Look at your time and energy, and learn how to delegate to a great team." —Gina Wade

### **3 Pearls of Wisdoms:**

“There is no shortcut to quality work.”

“Surround yourself with people that are aligned with your vision.”

“Not everything is going to go perfectly.”

### **Resources:**

**Gina Wade** – World Class Event Planner to the Stars

Website: <http://www.ginawadecreative.com/>

Facebook: <https://www.facebook.com/GinaWadeCreative/>

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Instagram: <https://www.instagram.com/ginawadecreative/>

Twitter: <https://twitter.com/GinaWCreative>

Pinterest: [https://www.pinterest.ph/ginawcreative/\\_created/](https://www.pinterest.ph/ginawcreative/_created/)

Link to the show: <https://www.kamiguildner.com/ewr-gina-wade-199/>

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### **Timestamp:**

30:04 - 31:08 “We are all going to find ways to move forward and work with what we’ve got until we can get things back to normal.” —Gina Wade

Gina Wade on Extraordinary Women Radio talking about event planning during pandemic & the hopes beyond the unprecedented times.