



The Shackman Group  
DESTINATION & EVENT  
MANAGEMENT

Presents

# Destination Management and Events in New York City



# CONTENTS

<b>Our Commitment</b>	<a href="#">PAGE 3</a>
<b>Our Work</b>	<a href="#">PAGE 4</a>
<b>Our Focus</b>	<a href="#">PAGE 5</a>
<b>Our Value Added</b>	<a href="#">PAGE 6</a>
<b>Our Leadership</b>	<a href="#">PAGE 8</a>
<b>Our Services:</b>	<a href="#">PAGE 9</a>
➤ Special Events ➤ Destination Management	
<b>Our Case Studies</b>	<a href="#">PAGE 16</a>
<b>Our Client Testimonials</b>	<a href="#">PAGE 20</a>
<b>Our Press Coverage</b>	<a href="#">PAGE 22</a>



**The Shackman Group**  
DESTINATION & EVENT  
MANAGEMENT



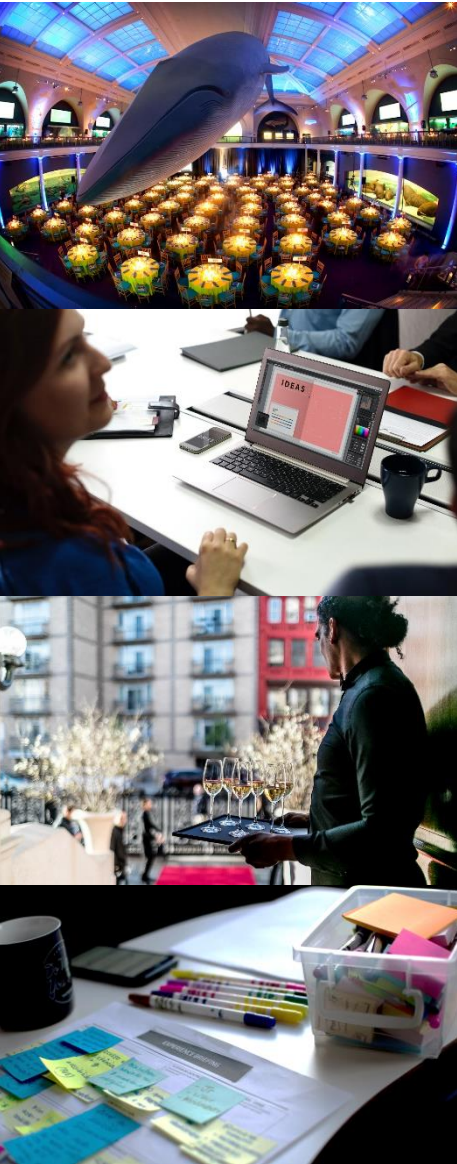


## OUR COMMITMENT

New York is a city where who you know matters. With our decades of experience comes distinguished partnerships that allow us to perform the extraordinary for our clients.

Founded over 30 years ago in New York, The Shackman Group has amassed wide ranging experience by virtue of working with discerning clients from internationally recognized domestic and international corporations. Coupled with an extensive network of local partners and vendors, we are uniquely positioned to best support our clients.

Our unyielding commitment to excellence and uncompromising level of service is one of the hallmarks of our company and has been honed over the years. Our forward-thinking and solution-oriented approach is the key to every successful New York program or event we produce, and our global reputation is for white-glove service.



## OUR WORK

For our domestic and international clients, we...

*...tailor bespoke* incentive programs  
*...organize* detailed corporate meetings  
*...create and execute* special events  
*...perfect* transportation logistics  
*...arrange* extensive conventions  
*...source* the perfect venue

- Our Project Managers know the city like the backs of their hands and are at your disposal to navigate it for you.
- Our Creative Team understands the importance of aesthetics and branding and how to create a one-of-a kind event.
- Our Logistics Team believes in attention to detail and is available to support you 24/7.



## OUR FOCUS

The Shackman Group is a full -service Destination and Event Management Company committed to providing extraordinary New York experiences. Our services include, but are not limited to:

- ❖ Incentive Travel Programs
- ❖ Corporate Meetings
- ❖ Association Conferences & Conventions
- ❖ Special Event Planning and Execution
- ❖ Customized Program Development
- ❖ Product Launches
- ❖ Theme Party Conceptualization
- ❖ High-Level Transportation Management



## OUR VALUE

- **Our Staff...**

...all have a 'can-do' attitude and a solutions-oriented approach, are tech savvy, forward thinking and seasoned with a service-directed work mentality focused on our clients' success.

- **Our continual research and development...**

...of industry-related services in New York keeps the quality of our proposed services current and of the highest quality. We know the pulse of the city and monitor the daily changes.

- **Our unique perspective and appreciation of cultural nuances...**

...is achieved through our international staff who, in addition to providing multi-lingual support, provide a wider perspective on cultural differences when crafting customized programs and events.

- **Our fundamental network with vendors and partners ...**

...established and cultivated over the past 30 years helps increase our leverage and fairly market our partners' services.



## OUR VALUE

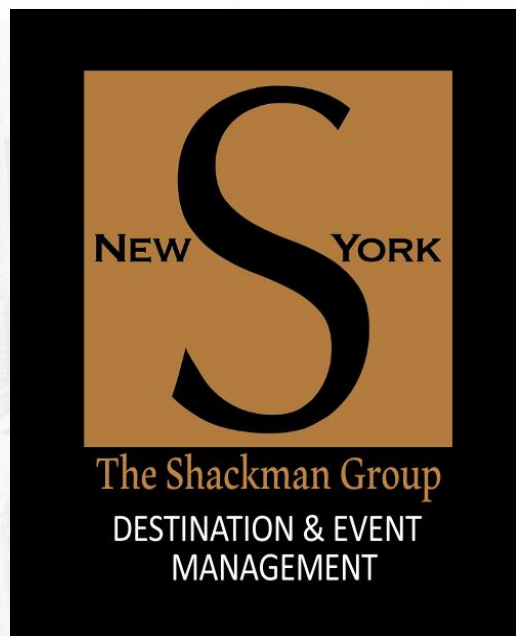
- **Our tailormade proposals...**  
...crafted by our dynamic and experienced team, led by Karen Shackman, focus on individual clients' goals .
- **Our 24/7 Support...**  
...during the operation of our clients' events and programs means our staff is always available. We all live in the city and love what we do.
- **Our loyalty, integrity and respect...**  
...for our clients & partners is the foundation of what we do because we believe in personal relationships and the success of strong cooperation.
- **Our in-house Creative Team focuses on your event...**  
...and develops customized concepts to support your theme and maximize your budget.
- **Our one point of contact philosophy...**  
...from the proposal to the successful execution of the program and event. This way we make sure nothing is missed from planning to operation. Your assigned Account Manager will be supported by a professional team

## OUR LEADERSHIP

Under the management of Karen Shackman, The Shackman Group welcomes a wide range of clients, successfully producing programs and events each year ranging from ten to several thousand guests.

By virtue of her own multi-national heritage and experience of living and working in various locations throughout the world, Karen brings with her an international awareness to both the DMC and the Event sides of the business.

Karen is involved in the daily operations of the company, particularly with the client activities and the daily program updates that take place under the leadership of each Account Manager.







# THE SHACKMAN GROUP SPECIAL EVENTS

THE SHACKMAN GROUP









THE SHACKMAN GROUP  
DESTINATION MANAGEMENT  
& LOGISTICS EXPERTISE

THE SHACKMAN GROUP





THE SHACKMAN GROUP



## OUR CLIENT TESTIMONIALS

*"THANK YOU and CONGRATULATIONS! On one of the best social events I have ever experienced in my almost 18 years at YPO-WPO. I know this has been a challenging planning process to say the least, however, all your work (and then some) that you all put into this has not gone unnoticed. Thank you, Roddy"*

**RG, Director, Experiential Events**

**YPO-WPO**



*"I highly recommend The Shackman Group for their professionalism, creativity, and "can do" attitude. We organize a 5,000 plus person convention and Shackman is absolutely essential in helping us get the social/entertainment component down without any glitches. They are wonderful to work with."*

**DD, CMP, Assistant Executive Director/Director of Meetings**

**New York State Society of Anesthesiologists, Inc.**



*Karen,*

*I just wanted to drop you a quick note to tell you how much we appreciate your team. As you are well aware, operating a program with 1,000 people in NYC can be very challenging. Your team led by Jeff did an outstanding job managing a logistical challenge and doing it with class. I would strongly recommend using Shackman in NYC to any of our clients and we will call you again when we are coming to NYC.*

**DB, Vice President,**

**Brownell Incentive Travel**



*Dear Karen - As for the Symposium Reception, we only received positive to fantastic feedback. People simply loved the place, the different atmosphere created in the different rooms and the food offerings. You and your team did a fabulous job and can be really proud of it.*

*I trust we will be in contact in the future and I for sure let you know in case I visit New York any time soon!*

**AS, Manager Global Events**

**Nobel Biocare Services AG**



*Hello Ladies - Wanted to say Hello and Thank you for another wonderful event! It is always such a pleasure working with you guys and no matter what we ask you always provide the best options and directions ...and always with a smile! We could never do it without you - Take care, look forward to seeing you soon....*

**JMS, Event Planner, Meetings & Events | Global Sales Division**

**Amway**



# OUR CLIENTS







## OUR PRESS COVERAGE

As the founder and president of The Shackman Group, over the past 25 years, Karen Shackman has been quoted and interviewed in numerous articles and magazines sharing wisdom and success in the ever-changing world of hospitality and events in New York. The Shackman Group is recognized for keeping up with trends as well as an innovative source in creating and predicting upcoming trends. Here-below is a very short sampling of recent press coverage from 2018 and 2019.

A full list of press articles can be found [here](#)

**The New York Times My Wrist Is Glowing: At Business Events, Shorter Lines and Less Privacy.** [Sept. '18] *"Event management software began as simple tools to register, view the agenda and find out who else was attending. But new features are continually being added,"* said [Karen Shackman](#). To read the full article: [here](#)

**prevue** meetings + incentives **5 Meeting Trends That Give Attendees More Control in 2019.** [Nov. '18] *"[Karen Shackman](#), founder of [The Shackman Group](#).. shares five meeting trends she's witnessing that will give attendees more control in the coming year."* The read the full article follow this [link](#)

**www.TheMeetingMagazines.com CORPORATE & INCENTIVE TRAVEL** **A Whole New Level of Wow!** [Aug '18] *"The overarching trend that is redefining how meetings are conceived and planned is a growing focus on "experiential" meetings,* says [Karen Shackman](#), president of The Shackman Group. The red the full article [here](#)