

denny (Denise A.) Freitag
President/Owner of **Freitag & Co.** (a.k.a. Freitag Event Design)

I bring 30 years of event planning experience to every client. I started this company only four years ago; however prior to expanding my business, I have managed some of the largest conferences held in Detroit as a one-person firm.

I began a part time job in the speech writing department at Ford Motor Company while I toiled away at the University of Michigan as a “non traditional student” – someone who didn’t go to college right after high school but rather “took a break.”

I moved on to Public Affairs after college graduation and after organizing my first product launch I was “hooked” on event planning. I am thorough, organized and resourceful. I am “into the details”.

I have planned trade show exhibits, receptions for 60, a gala for 1500, numerous groundbreaking, conferences for 10,000 attendees (with a \$2.3 million budget), negotiated contracts and announced a new company on the White House lawn (the secret service are not as difficult as most people say!)

Many of my events have been done in the city of Detroit; however, when I added public relations to my company this year, we expanded our reach.

During my career, I have performed every possible part of planning. I raised \$600,000 in sponsorships for *one* event, written press releases and learned about serving good wine. I can find 500 chairs in about 15 minutes and I even ran home to get cuff links for a client who forgot.

I am passionate, dedicated and know the meaning of a budget – all the principles you expect in a planner. We can plan, produce and promote any type of event you can think of... or let us think of something fabulous for you.

We have managed events and communications for USCAR, Ford Motor Co., Chrysler LLC, Delphi Automotive, AVL-NA, *Ward’s Automotive*, Toyota Technical Center, Honda USA, Detroit Science Center, FACTON, Ryde Motorcycles and VAB Creations.