

Background

Dr. Ruthmae Sears, an associate professor for mathematics education, associate director for the Coalition for Science Literacy, and lead facilitator for the university's equity and inclusion program. She also serves as the co-chairperson for the Tampa Bay Black Heritage Festival Leadership Luncheon. The luncheon used to be face-to-face before the COVID-19 pandemic. However, due to safety precautions the luncheon was held virtually in 2021 and 2022.

Dr. Sears who pursues excellence in all endeavors, wanted to ensure the virtual experience maintained the same standards held for the face-to-face experience. Her goal was to have quality image, lighting, and sound. She also wanted to create an experience the audience would remember. Therefore, her desire was to ensure the virtual luncheon was well organized with a smooth production.

Results

Events AV could see through the eyes of Dr. Sears because we understood what it meant to organized a hitch-free event. That is why we provided her a top-notch service.

"Events Av was really good at building a shared vision."

Dr. Sears expressed her ideas for the luncheon and stated what she wanted Events AV to do.

"So I made it very clear, what is the run-up show and also the quality of the imaging and sound expected, and the need for good internet connections because they all contribute to the experience. Because these factors can actually affect someone's participation or withdrawal from the conversation...."

Dr. Sears was grateful that Events AV was able to help bring her ideas into reality.

"AnTwan helped me to bring my proposed plan to reality."

"I'm a big believer in supporting small businesses. In the sense that he's striving and he's a worker. It's the quality of the business. And to me, he's someone who exhibits quality, someone who exhibits professionalism, someone who's willing to grow with you, and help you support your success. He is someone in my mind, who's bound to always go and invest in local businesses. Like I said, it may be a local business today, but years to come, it may be a large-scale business based on the quality of work that is being produced."



- Dr. Ruthmae Sears

The Process

Knowing Dr. Sears' vision for the luncheon, Events AV assisted in ensuring that the event was carried out as planned, and sought to deliver exceptional customer service.

"But I think AnTwan Jones presents not just the skillset, but the disposition to help someone develop their idea and also grow professionally."

Aside from offering Dr. Sears excellent service, Events AV also provided a great working environment.

"He's an approachable person. So, from the first time you meet him, he's not a difficult individual to dialog with. He's clear and flexible."

Dr. Sears commended Events AV for the excellent service provided. In addition, she appreciated that we added color to the event.

"He really was good at helping us brand the luncheon, and market it appropriately to motivate others to attend in the future. I commend him AnTwan for this. He helped to amplify the artistic appeal to the space. And I'm grateful for that."

Dr. Sears expressed her gratitude for the services provided after the luncheon, stating that she was satisfied with our service.

"I appreciate everything he's done for the festival."

