

Background

Before COVID, Coffee Speaks and Tea Talks were performing fairly well. People usually had Jazz in the coffee shop every Friday and Saturday, however due to the COVID outbreak, these activities were abruptly halted.

As soon as businesses were allowed to open, there was a need to entice customers back inside the coffee shop; yet, they had to pivot because getting people inside to sit down was not safe. The business's innovation developed when they added the juicy boom of Jazz for people to hear outside; Jazz Under the Starz was put up outside the coffee shop, and located around customers' cars, where they could keep safe by donning masks while listening to the music.

With a goal to meet, they understood they needed to devise a completely new strategy, including building up a stage for artists to perform, among other things. They realized they needed to connect with someone in order to build this magic together.

Results

Coffee Speaks, And Tea Talks sprung up into a sparkling vibe as they found a crew, the lights, sounds and everything they needed to make this work

"Events AV are part of everything Jazz Under the Starz does. They came in for me; they are committed, responsible, consistent, and we build together. They take responsibility for my expectations of what is expected of the brand, and I find that huge."

Coffee Speaks, And Tea Talks' first big win was at their completion of a denim and diamond jazz holiday party at an event with NFL alumni. They were given fantastic footage and background for the event, and they found it amazing and huge.

"I can rely on Events AV to be on time and get things going. They give me what I want and sometimes a lot more than my expectation. Before connecting with Events AV, there was no solid direction to our business. They know my brand and understand the vision; they know what is acceptable and not. I could quickly put my trust into Events AV as they provide that level of trust I need every time. They are very approachable and open to discussions that would help the business flourish."

The Process

They felt safe the moment they engaged Events AV since they knew they were working with a team they could trust to handle their events properly.

"At the end of the night, I knew I could rely on Events AV." "I could simply hop in my car and drive home."

Events AV's dedication to provide the best events distinguishes them as a dependable and go-to company for their clients' events.

"I'm very happy that they clean up and perform everything to my exact specifications..."

"When you are looking at numbers, you are going to miss out on what they can give you collectively in your business. You can't even put pricing because their work blows that out of the water. So please don't get on the fence; get off it! Get on solid ground, let them show you what they do, and then decide after the event. They are very responsible."



– Arlene Brooks

