

Juice Studios

Kayle Hutchins
Company Background

Company History

Company History

Juice Studios began in 2007 after Kris spoke with a few of her friends and decided they wanted to open their own business. Juice Studios has planned events and meeting of all types all over the United States and in even in different countries. One event that took them to the next level was an event they planned in New Orleans. Utilizing meeting planning and production services of Juice Studios, Cancer Clinics of Excellence held their first annual meeting at the Hilton Riverside Hotel in New Orleans, LA. Over 150 guests gathered for symposiums and general meetings in the oncology field. Since the company first began in 2007, their client base has significantly grown and they have changed locations to the heart of Atlanta in Midtown.

Company Organization

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Juice Studios has seven partners and they all share a general partnership legal structure.

Leigh Chandler
Meeting & Event Planner

Kris Hammett
Vice President, Account Management

Elizabeth Mann
Sales Manager

Kris Shea
Vice President, New Business Development

Angie Winckler
Vice President, Operations

Ellen Woodard
Vice President, Operations

Jason Bell
Executive Producer

All the employees work out of the office, at home or on site for an event. Since there are only seven employees they are not members of a union.

Major Clients/Products

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Juice Studios provides creative ways to plan events, meetings, and destination management.

Juice Studios is where you go when you need help planning a corporate events or meeting.

They are a full-service corporate event planning and Atlanta destination management service.

Juice studios interact with different vendors and companies in the Atlanta area when they need supplies to plan their event. There are specific companies they use for balloons, entertainment, tent services and much more.

- Atlanta Entertainment and Atlanta Tourist Attraction Guide
- Meeting Professionals International
- Association of Destination Management Executives
- Green Meetings Industry Council
- Hospitality Sales and Marketing Association International.

The major consumers of Juice Studios are companies in the Atlanta area and throughout the United States and even the rest of the world.

Basic Facts

Basic Facts

Name: Juice Studios

Slogan: 100% Energy: Pure Creativity for Meetings and Events

Headquarters: 1447 Peachtree St. Suite 560 Atlanta GA 30309

Leader: Kris Shea

Number of Employees: Seven

Distinguishing Characteristics

Distinguishing Characteristics

Juice Studios is much more than an event planning company. They also do Destination Management, and Meeting Planning and Production.

Event Planning

Juice Studios has organized hundred of events throughout the United States and around the world. They plan everything from conventions to team building opportunities for smaller companies.

- Conference and Meeting Arrangements
- Event Theming
- Event Collateral Production
- Transportation
- Venue Selection
- Design and Décor
- Catering and Food Service Management
- Entertainment
- Team Building
- On-Site Event Management

Destination Management

If your company is planning to host a board meeting, conference or a product launch, Juice Studios offers a way for your company to escape to Atlanta where they offer a full service destination event. Juice Studios takes care of every detail:

- Venue Selection
- Transportation
- Event Services
- Miscellaneous Activities
- Group Tours
Themed Events

Total Destination Management Services

- Venue Selection
- Airport “Meet & Greet” Transportation
- City-wide Shuttles
- Event Transportation Systems
- EVIP Transportation Services
- Off-site Events
- On-site Event Coordination
- Themed Event Planning
- Catering/Food & Beverage Management
- Speakers and Speaker Support
- Entertainment

- Décor
- Guided Tours
- Dine-Arounds
- Team Building & Philanthropic Activities
- Miscellaneous Activities
- Event Production/Sound & Lighting
- Amenities
- Registration Staffing

Meeting Planning and Production

Juice Studios prides itself in having one of the most experienced staff. They have planned events for groups of 25 to 3,000. They make sure every detail is perfect.

Production Services

Juice Studios has the most experienced team of Creative Producers and Directors. Besides putting the actual event together, Juice Studios goes a step further to ensure that the creation of the staging, lighting, sound, and video production, is perfect for your event.

Video Creation, Production, and Editing

Based on your input and specific needs, we will write a script, hire actors or voice talent, build a set, film, produce, and edit a captivating video presentation that delivers your message and enhances the successful outcome of your event.

Audio-Visual Needs

If your audience can't hear your message, everything else we've done is for naught. From ensuring there's a working microphone on every dais, to arranging complex visual events throughout a venue, Juice Studios has your A/V needs covered.

Stage Set and Design

Every aspect of your event should reflect your meeting or event's overall theme and message. The look, feel, and layout of your stage and any background collateral or design can set the tone, excite, dazzle – or if done wrong – totally dismay your audience. At Juice Studios no detail goes overlooked when it comes to producing successful events for our clients.

Speaker Selection and Support

Choosing the right keynote speaker for your event can help you establish the right tone, drive home your message, and excite your audience.

Juice Studios works with a host of speakers' bureaus and agencies throughout the world and can help you find the perfect the speaker to address your meeting. We take care of every detail from booking to travel and lodging arrangements so you can focus on your attendees.

I would wish to work with Juice Studios over another company because I have met with Kris Shea and she too graduated from Georgia Southern and was a leader in the Greek community. This is important to me because I am also a leader and Kris knows the kind of worth ethic and dedication that goes into something like that.

Position Requirements

Position Requirements

I am interested in being a summer intern at Juice Studios. There are no specific qualifications for the position of an intern because they have not had an intern before. Kris said that it would be important for an intern to write well, and it is also important to have fresh ideas that will take their company to the next level.

Position Responsibilities

Position Responsibilities

Kris said that an intern at Juice Studios would help call the different venues and vendors to confirm that orders had been placed and things were scheduled to happen on time. She said I would also be creating proposals for the companies who were calling to have Juice Studios plan an event for them. To create a proposal I would call around to the different venues and vendors and put something together with the company's vision in mind and then present it to them. After they have received the proposal they will either accept or decline the offer.

Daily tasks would include calling and checking with vendors and venues, writing proposal along with newsletters, and wherever else the intern could help out.

Work hours would vary depending on the number of events scheduled for that week and also the amount of preparation that is needed for a specific event or meeting.

The intern would report to various partners, depending on what area the intern was helping out with.

No individuals would report to the intern.

Position/Company Benefits

Position/Company Benefits

Since Juice Studios is a smaller company with only seven employees, I couldn't find any of the position/company benefits. I did look on the company website thejuicestudios.com and manta.com, but there was nothing pertaining to Juice Studios benefits or salaries.

However, I am unaware of what their salaries are, I do know that interns are not paid, but Juice Studios does cover an intern's admission to events that they plan.

Perks

Perks

Since I was unable to find any information about company benefits I was also unable to come across any perks. However, when I met with Kris Shea, she did say that one of the perks of working with Juice Studios is that the company pays for your admission to get into the event that Juice Studios plans. For the events that Juice Studios plans there is normally a fee to attend, and Juice Studios covers this for its employees.

