

Solutions

Services

Why  
Brand  
Boom

Big  
Picture

Strategy

Contact

# Our Founder

**Kara Hoover has a degree in Public Relations from the University of Oklahoma. The Boom in our name and the crimson in our brand color palette is a nod to her OU & Oklahoma roots. Kara has 15+ years of marketing & events experience. She has worked with numerous brands across the globe and is ready to work with YOU.**





# Why Brand Boom:

- Plans and executes large and intimate events such as trade show exhibitions, incentive trips, corporate meetings, product launches, golf outings, member events, buyer previews, etc
- Designs and manages integrated marketing campaigns including digital and print collateral, ads, email blasts, social media strategy/posts, influencer promotions, product photo shoots
- Consults on brand development
- Manages holistic program management tailored to client needs
- Have styled professional athlete and celebrity ambassadors and managed their promotional execution
- Have arranged and launched multiple celebrity product collaborations
- Co-created and produced Range Sessions Podcast



# Event Strategy & Execution:

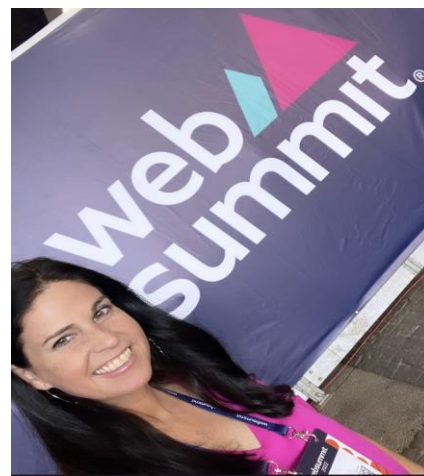
*Team Building Events, Trade Shows, Private Client Dinners, Sales Meetings, Buyer Previews, Fundraising Events, Song Writers Nights, Jam Sessions, Golf Outings:*

Venue sourcing, F&B, AV, collateral/signage, attendee management, content management, onsite execution, entertainment procurement, branded promotional items



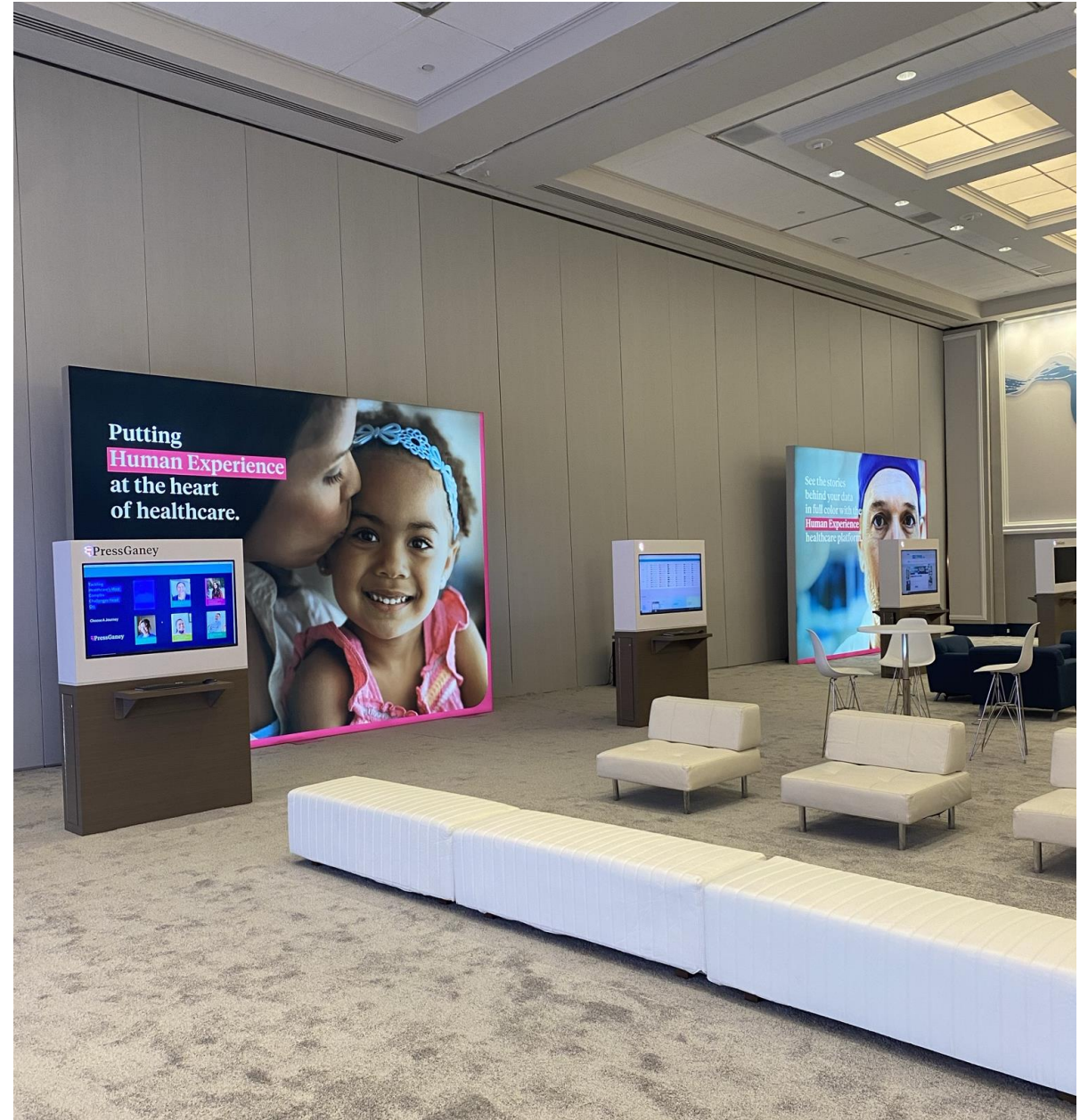
















# Influencer & Partner Marketing:

Relationship development, content ideation, contest development



# RANGE SESSIONS

POWERED BY SWINGJUICE.COM



Bringing stories of how golf is lived & loved in different walks of life.

KEVIN RAHM  
@KEVINPRAHM



## CALLING ALL PLAYERS...

Win Our Players Championship Prize Package!

Set of Bubba Whips & SwingJuice Shirt



LIVE FROM INSTAGRAM IT'S

# SWING JUICE LIVE

TONIGHT AT 8PM EST

JOHN WEEKS @JONWEEKS46



APRIL IS COMING!  
WIN OUR MASTERS PREP PACK  
SwingJuice | Caddie Uniform

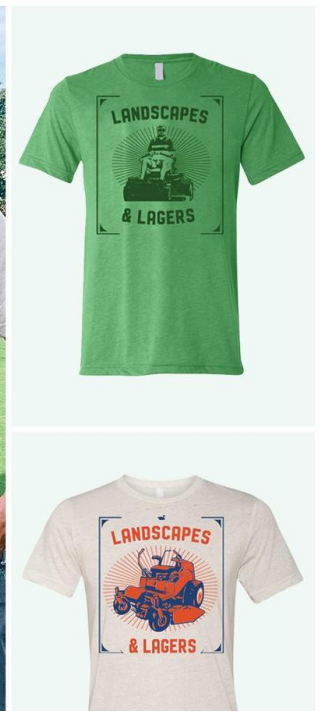




# Product Collaborations:

Partnership development, product design, promotional strategy





# Creative Content & Communications:

Content ideation/production, copy writing, image selection, graphic design



Short Par 4



Short Par 4

Member Makeover / SP4 Member gets a makeover



## NFL Kicker Takes on a Short Par 4

We challenged New Orleans Saints Kicker Wil Lutz to a Short Par 4 Challenge. Could he kick a football and make a 4 on a 306 yard Short Par 4? See what happens on one of the best



## WHY SHOULD MOM HAVE ALL THE FUN?!

For every purchase April 13 - May 10 you will be entered to win Puma Golf shoes for Mom AND for You!



SWINGJUICE

GOLF | 

**SJ**  
1994

WHEN LIFE THROWS YOU LIMES  
**MAKE MARGARITAS!**

**Cinco de Mayo WEEK at Swing Juice!**

Recipes to help you celebrate each day at 5pm EST

SWINGJUICE Posts

swingjuice

**Walker Margarita**

**INGREDIENTS:**

- 1 can frozen lime-aid
- Blender of ice
- 1 beer (preferably of the Mexican variety!) as much or as little tequila as you want! Free pour!

**HOW TO MAKE:**

Blend together, run fresh lime along rim of glass, dip rim in coarse salt and serve!

Liked by [tourwifetravels](#) and 79 others

swingjuice THIS ONE!! Thank you to [@tourwifetravels](#) & [@jimmywalkerpga](#) for this perfect Weekend Walker Rita! NEXT POST...Their how-to video...you don't want to miss it!

SWINGJUICE Posts

swingjuice

9,679 views · Liked by [nlaizerovich1](#) and [rtwenty23](#)

swingjuice The Walker Margarita · Take a short lesson from [@tourwifetravels](#) & [@jimmywalkerpga](#) on how to make the perfect weekend rita!



# Email Communications

CHASE <sup>54</sup>  
FOR THE PURSUIT

SHOP

ABOUT

TECH

NEWS

SHOP THE NEW  
FALL COLLECTION:

Urban Athletic | Modern | Sleek



Explore more NEW ARRIVALS and see what fits your style.

SHOP NOW

FREE SHIPPING AND FREE RETURNS



SPOOKY  
GOOD SALE



USE CODE: **SJSPOOKY20**

ALL REGULAR PRICED ITEMS are 20% off from 10/9-10/12 when you use code: SJSPOOKY20. Go ahead and TREAT YO SELF!  
Please note...discounts cannot be applied to any orders once processed. Don't forget to enter that code.

Shop Now

## SwingJuice Top Sellers



Check Them Out



# SAY YES.

Shop our exquisite Diamond District.  
Open to all Dallas Market Center visitors.  
WTC 7th Floor.



## DALLAS APPAREL & ACCESSORIES MARKET

The national footwear trade event with hundreds of brands – all under one roof.

JANUARY 11-14, 2022



[DALLASMARKECENTER.COM](http://DALLASMARKECENTER.COM)



## THE MEN'S SHOW PARTY

SATURDAY | 6PM – 8PM  
12TH FLOOR

Complimentary eats, libations,  
music and pool tables.

SPONSORED BY  
MR Magazine and  
Game Rooms By Design (WTC 582)



DALLAS  
MARKET  
CENTER



Rios of Mercedes - 14371



Kenths - AETA Temps



Western & English Fashion Show

# Experience the WORLD'S LARGEST WESTERN & ENGLISH MARKET

Don't miss the excitement and inspiration that comes with a visit to Dallas Market Center! Take advantage of sourcing apparel, footwear, home, gift, gourmet and tack all under one roof.



AETA Temps



Home & Gift



Bentley's Batch 5 - 180 B30



DALLAS  
MARKET  
CENTER

dallasmarketcenter.com

# DALLAS IS THE PLACE TO BE!

DALLAS MEN'S SHOW | JANUARY 29-31, 2022

DON'T MISS YOUR CHANCE TO JOIN THESE  
LEADING MEN'S BRANDS...

Gem Malki | Jack Victor | Luchiano Visconti | Mavi Jeans  
Patrick Assaraf | Zelli Italia

## WHY DALLAS?

Welcoming an unprecedented number of new buyers from across the US

Vastly expanded temp floor plan that provides the ultimate buying experience

Easy-to-navigate marketplace with unmatched hospitality

## CONTACT US TODAY!



**LINDA WALDROP**  
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214-879-8192  
[lwaldrop@dallasmarketcenter.com](mailto:lwaldrop@dallasmarketcenter.com)



**EMILY SCHUTZ**  
Leasing Manager Men's  
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Pig & Hen



Brax



Armin Oehler



DALLAS  
MARKET  
CENTER



American Hat Company - 14173, Equibrand - 14997



Fringe Scarves - 114658



January 14-16, 2022  
August 25-28, 2022



January 14-16, 2022  
August 25-28, 2022

# Destination

**PressGaney**

San Diego, CA

**PressGaney**

Thank you for stopping by to visit with our Press Ganey team.

We are here this week to share how you can see the stories behind your data in full color with our Human Experience Healthcare Platform. Our HX platform allows you to **Gather Voices | Analyze Data | Visualize Insights | Act Quickly.**

Take a tour of our solutions! 

*We are thrilled you've joined us in San Diego!*  
— Press Ganey

# Destination

**PressGaney**



Take a tour of our solutions! 

**PressGaney**

## Destination Press Ganey: San Diego

- Postcard
- Booth Resources Sign
- Social Media Tile
- Branded Sailboat Pen

**PG** Press Ganey  
39,646 followers  
1d · 

We are excited to be attending the 13th Annual **RISE** Star Ratings Master Class in San Diego, CA!

Be sure to stop by the Press Ganey booth to learn more about our **#HX** healthcare platform.

**PressGaney**

## Rise Star Ratings Master Class

 InterContinental San Diego  
December 13-15, 2022

Be sure to stop by the **Press Ganey Booth!**





# Media Relations | Earned Media



# Social Media Strategy:

Content creation, contest development, copy writing

MOSLEY  
AGENCY  
IS...



# Shop At Home For The Holidays!

WIN \$100 to Shop Local!



SPORTSWEAR  
THAT IGNITES  
YOUR PASSION

SHOP NOW  
AMYSPORT.COM



I placed an order and got an email the very next day saying my order was being processed. My shirt arrived a few days later. Great fit, looks great and has quality material too. I have already told some friends about SwingJuice.

- Zac Cleveland



## RANGE SESSIONS



Bringing stories of how golf is lived & loved in different walks of life.



COLT FORD

@COLTFORDMUSIC



POWERED BY SWINGJUICE.COM

SEPT 7

LABOR  
DAY  
SALE

25% OFF

CODE: SJLABOR25

Regular Priced Items Only



LIVE FROM INSTAGRAM IT'S

SWING  
JUICE

LIVE TONIGHT AT 8PM EST

KENT BAZEMORE @24BAZE



CENTURY 21  
Mosley Real Estate, Inc.

★★★ WE WORK FOR YOU ★★★

# Photoshoot Production:

Location Scouting

Model Sourcing

Shot List Compilation

Prop & Apparel Styling

Day-of Production

Image Selection





# Recommendations for Kara



## **Jason Phibbs** – *Press Ganey*

Market Vice President

“Kara is one of the most genuine, hardworking, and caring colleagues I have ever worked with. Her positive energy is unmatched and her attention to detail is impeccable. I couldn’t imagine planning and executing an event without Kara’s knowledge and expertise. I strongly recommend her for any event planning, marketing, and creative roles. Kara would be a valuable leader and asset to any team.”

## **Jared Rathe** – *Press Ganey*

Market Vice President

“Put simply, Kara Hoover is one of the best Marketing/Events professionals I've had the opportunity to work with over a 20-year sales career. All of our corporate events were well-organized, thoughtfully curated to the audience, and our marketing material always looked first-class. Even more importantly, Kara's ability to connect with prospective buyers was something that you simply can't teach. Her disarming and positive personality makes everyone feel comfortable and often led to longstanding friendships and meaningful business opportunities. Any organization would be lucky to have Kara on their team.”

## **Nicole George** – *Press Ganey*

Director, Nursing Center of Excellence

“I have had the true honor and pleasure of working directly with Kara over the past year. Kara is an extremely passionate, dedicated, and trustworthy team member. She adds value to the team. She has a keen eye for detail. An example of this are with trade shows, every little detail is well take care of when I’ve worked with Kara over the past year at two large trade shows (> 3K in attendance at each). Highly recommend Kara!

## **Richard Corder** – *Press Ganey*

Senior Vice President Consulting Solutions

“Kara is a gifted and brilliant senior marketer who I had the pleasure of working with and learning from. I consider her a trusted colleague who became a good friend. She curated, organized and designed several large programs and events that I had the pleasure of attending during our 12 months of working together. Kara's greatest strength is her ability to show up authentically and deal with a myriad demands in high-pressure situations. She never lost her cool, always maintained her professionalism and always delivered a world class product and experience. Even during the most intense moments, Kara's energy, personality and creativity was always welcome and appreciated by those around her.

It is without hesitation that I recommend Kara, she will be an asset to any company lucky enough to hire her.”

## **Audra Pratt** – *Press Ganey | Forsta*

Social Media and Communications Specialist

“Working with Kara is truly a joy! I am grateful for the opportunity to work alongside her at Press Ganey | Forsta. Kara has phenomenal organizational skills, which aid to her project management successes. She is a creative thinker and constantly strives for excellence. Her ability to work on multiple projects and execute them to perfection is something I admire. In addition to all her ability to succeed under pressure and time constraints, I admire her ability to connect with her co-workers, both personally and professionally. I did not report to Kara, but she still took the time to get to know my role, my goals and gave sound career advice for my future! I am extremely grateful that our paths crossed!”

## **Lulu Faddis** – *Brand Boom Co. (CHASE54)*

Lead Designer

“Kara goes into a work position and immediately starts finding ways to make an impact. She is the motivator that gets teams to come together and stay on target. She is an enjoyable and dependable colleague that throws her full passion into her work.”

## **Chris Junkin** – *Martin Sprocket & Gear*

District Manager

“I am thankful that my career crossed paths with Kara many years ago. Although it’s been 11 years since we worked at Martin Sprocket together, we still communicate regularly. As a regional sales manager, having someone like Kara to talk through work and/or life situations with is a true blessing. Her marketing and overall business strategy skills are vast, which provides me a different point of view from my normal sales and customer service focus. I have seen Kara demonstrate great value at each company she has worked for. Show her where the finish line is and watch her find a way to get there in any task. Remarkable employee and great friend.”

## **Erin Nicholson** – *Brightspot Incentives & Events*

Senior Program Specialist, PMP

“Kara was a great boss who took the time to get to know me as a person, my career desires, and my drives. She is a creative thinker and problem solver, and constantly strives for excellence. I always admired her drive and motivation. Not only does Kara know how to plan, budget, and get a program going from scratch, she understands the creative process. Her responsiveness, quick thinking, and work ethic are off the charts, and it was fun to watch Kara get stuff done.”

## **Derek Lilleskov** – *Brightspot Incentives & Events*

Senior Program Specialist

“Working with Kara is a truly career-changing experience. It is not often you find someone who cares about your career just as much, if not more, than their own. She worked with me as a true teammate, constantly guiding me as to ways to improve myself and my work. We worked with clients of all types, and it was always impressive how she handled all the different personalities. She always kept things in perspective and, most importantly, kept clients happy.”

## **Jill Shanklin** – *UMC Health System*

Vice President Nursing Excellence

“Kara’s creativity, attention to detail, and ability to tailor events to the specific focus and need of the client is exceptional. During her time at Press Ganey, I had the pleasure of attending several events that Kara coordinated, from small dinner gatherings to large-scale conferences. All were seamlessly executed with dedication, professionalism, and enthusiasm. Her professional accomplishments are only outshined by her passion for people. She has a unique ability to serve from the heart and authentically connect with others through her work. A true asset to any team!”

## **Whitney Johannessen** – *Cook Children’s Healthcare System*

Assistant Vice President

“I’ve attended multiple industry events organized and hosted by Kara and her teams. Each one has been perfectly executed, client-focused, and fun. Truly a white glove experience every time. Kara combines her marketing expertise and stellar organizational skills with her innate ability to form strong, authentic relationships. She genuinely loves serving others and pours her heart into creating a lasting impact. Kara is the type of person who continually exceeds expectations!”

## **Muhamed Solunović – Forsta**

SDR Manager EMEA

“I wholeheartedly recommend Kara Hoover for her exceptional work as an event/program manager. During our collaboration at Web Summit 2022 in Portugal (Lisbon), Kara exhibited intelligence, talent, and boundless energy in managing Forsta's presence and booth. Her attention to detail, strategic thinking, and ability to stay calm under pressure was truly impressive. I learned a lot from her during the event, and her positive attitude fostered a collaborative atmosphere. Kara is a valuable asset to any team, and I highly recommend her for future endeavors.”

## **Belma Gološ – Forsta**

Business Development Representative

“I had the pleasure of witnessing Kara's incredible work and being an invaluable asset to the company. Her passion for marketing and events and her deep understanding of the entire wholesale buyer journey was evident in the success she brought to exhibitors at Web Summit in Lisbon where we met.

Kara's warm and charismatic personality made her a true standout among her colleagues. She was the soul and bright light of the PG Forsta team, always ready to understand people's needs and challenge us to achieve greater heights. Her tireless efforts in transforming communications experiences for colleagues and partners, even across geographically diverse locations, were nothing short of remarkable.

Her expertise in program/event management, integrated marketing campaign design, and partnership fostering have left a lasting impact on organizations worldwide. Kara's bright personality and considerate nature touches the lives of everyone around her.

## **Adnan Pehlivanovic – Forsta**

Senior Business Development Representative

“Kara Hoover is an exceptional colleague and a true leader in the field of event/tradeshows management. Having worked with Kara I can confidently attest to her remarkable skills and dedication. Kara's enthusiasm and positive energy are truly infectious, making her a joy to work with. As the Director of Strategic Events, she exhibits a rare combination of creativity and meticulous attention to detail, ensuring that every event she managed was a resounding success. Her strategic vision and ability to easily navigate complex projects make her an invaluable asset to our team.

Beyond her professional expertise, Kara's exceptional interpersonal skills set her apart. She effortlessly fostered strong relationships with clients, partners, and colleagues, making everyone feel valued and appreciated. Her ability to bring people together and create a collaborative environment is commendable and greatly contributed to the success of our events.

Kara is a consummate professional with a passion for excellence, and her positive attitude is truly inspirational. Any organization would be fortunate to have her on their team.”

# *Piecing Together Your Goals w/ Effective Solutions*

*Your  
Goals*



*Effective  
Solutions*

# *Let's Make Your Vision Reality*

*Your  
Goals*



*Effective  
Solutions*

# *A Complete Strategy*

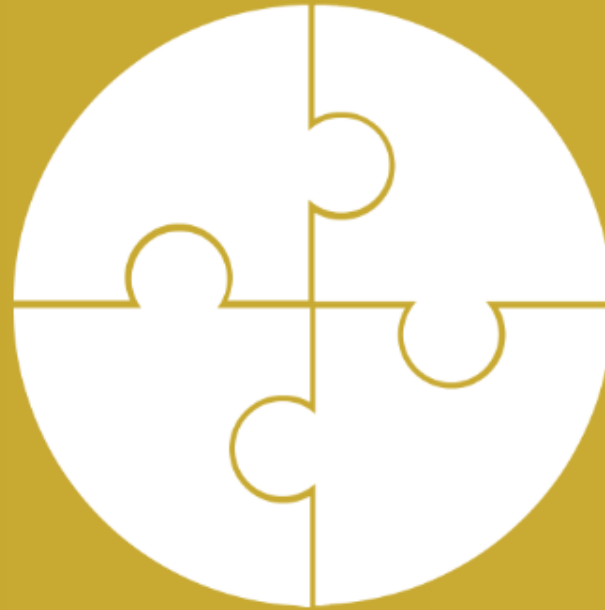
The strategy you never knew you needed in order to Leave Your Mark!

## *Discovery*

Let's Chat! We will gather all your needs and goals whether in person or over phone.

## *Curate Plan*

From there we take our discovery info and formulate a marketing plan to present to you.



## *Devise Solutions*

Together we finalize the solutions we will provide for your brand. We never make a move you don't approve.

## *Implement Success*

And finally we get to work! Success in marketing can take time but we will work to achieve Return On Objective.

# Let's Chat!

& Learn More About Our  
15+ Years of Marketing  
Experience

## Kara Hoover



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brandboomco.com



@brandboomco