



Special Events and Meeting Management  
[www.itsmyaffair.com](http://www.itsmyaffair.com)

## CORPORATE POC

**Karen Lawrence, CMP**  
President  
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## CAPABILITY STATEMENT

### CORPORATE PROFILE

**It's My Affair, LLC** is based in Charlotte, North Carolina and is an 8(a) certified, economically disadvantaged woman-owned small business providing conference, meeting and event management services for social, corporate and government events. Experienced in strategic meeting planning; budget monitoring and contract negotiations.

It's My Affair, LLC has 18 plus years of experience managing complex events and coordinates meetings, conferences and special events ranging in size from 10 to 8,000 people in multiple cities and states.

### SBA CERTIFICATIONS

- **8(a)**
- **DUNS: 131930161**
- **NAICS:**
  - 561920
  - 541611
  - 561210
  - 541990
  - 532490
  - 531120
- **Certified WBE/ EDWOSB / SBE**
- **Certified Meeting Professional (CMP)**
- **Insured: \$1 Million Professional Liability**
- **Insured: \$2 Million General Liability**
- **Accepts Credit Cards**

### CORE COMPETENCIES

- Event Logistics / Execution
- Event Registration / Administrative
- Strategic Planning
- Program / Agenda Creation
- Client and Vendor Relations
- Site research and selection
- Exhibitor Relations
- Audio-Visual and Stage Production
- Speakers and Entertainment -Local and National
- Room Blocking; multiple hotel reservations; manage staff and VIP rooming lists;
- Menu planning
- Translation Services
- Tradeshow Management
- General Management Consulting

### Testimonials

#### — 2012 Democratic National Convention

I had the pleasure of working with Karen Lawrence and her It's My Affair Team during the 2012 Democratic National Convention. Karen jumped in as my local teaming partner; immediately supplying the personnel resources necessary to increase our boots on the ground campaign by over 200%.

She is a consummate professional and a great leader. Wherever she bought personnel they were appropriately poised to manage any situation with an unmatched focus on customer service. Our team built vital relationships within the Charlotte business community. We couldn't have done it without her!

—Tina Akintayo, Former DNCC Housing Director

#### — Diversity Council of the Carolinas

In addition to implementing strategic marketing and communication ideas that effectively supported our cost saving endeavors, she consistently delivered the types of planning, coordination and management solutions that effectively supported our team goals and ultimately lead to our producing a stellar event at the same time coming in under budget.

—Thelma Thorne Chapman, Board of Directors  
Vice President of Programs

## Testimonials

### —InterNet Services Corporation

Besides being dedicated, consistent and focused on meeting deadlines, Karen Lawrence is a take-charge person who is able to present creative ideas and communicate the benefits. She was able to do a multi-city search for us and present options and make plans with us for successful management of multiple events that ranged in size from 800-8000 attendees.

—Andrea Smith  
Global Business Support Manager

## SUMMARY OF CONTRACTS

### Prime

#### **American Association of Blacks in Energy 2015 Conference**

Provided site research, pre-planning of logistics for conference and off-site events; on-site conference management for 500 participants.

### Prime

#### **FAA 18th Annual Commercial Space Transportation Conference –2015**

Responsible for logistics planning and on-site event management for 250 attendees

### Subcontract

#### **The Applied Power Electronics Conference—2015**

On-Site convention support handling registration, badge typist, badge checkers, and room and floor monitors for 4,000 attendees.

### Prime Contract

#### **Utility Users Group 2014—2015 Conference**

Responsible for event registration. Manage attendee registration, collect registration fees and pay support vendors.

### Prime Contract

#### **National Science Foundation**

Responsible for exhibit services for the “Changing the World” Science & Engineering Careers Fair

### Subcontract

#### **2012 Democratic National Convention**

IMA’s team were first responders, providing on-site event management for 35,000 convention delegates, VIPs, media.

### Prime Contract

#### **2012 DNC Charlotte Host Committee**

Responsible for planning a DNC delegate welcome party for 500 people for New England States from concept to execution.

### Prime Contract

#### **Diversity Council of the Carolinas - 2011-2014**

Provided pre-planning, developed conference materials, research speakers, managed event registration and on-site conference management for 200 people.

### Prime Contract 2006– 2009

#### **InterNet Services Corporation**

Provided site research, pre-planning of logistics, interpreters and on-site conference management for nine regional conferences with tradeshow component. Conference ranged in size from 800 to 8,000 people.