



POSITION YOUR VENUE OR CITY ON THE GLOBAL LUXURY MAP

# GSD CONTENT SHOWCASE

BE THE SPOTLIGHT FOR INFLUENTIAL PLANNERS, DESIGNERS, AND AGENTS WORLDWIDE



# GSD OVERVIEW

Specializing in strategic planning, we curate unforgettable experiences and events while crafting compelling content rooted in the psychology of communication. Our seasoned team of process and productivity experts is committed to elevating your global visibility, optimizing your time, and ensuring impactful results.



# IF YOU'RE LOOKING FOR...



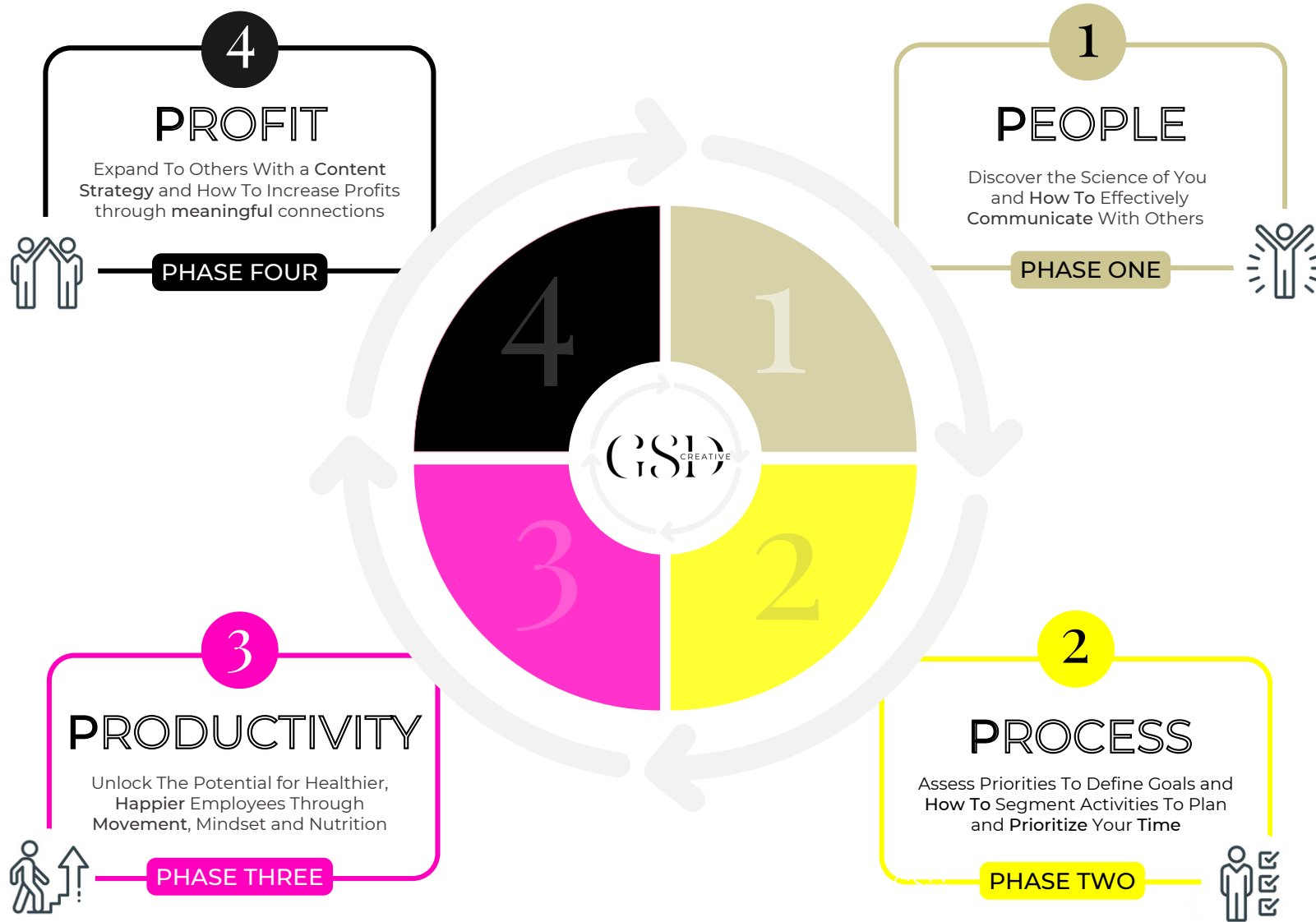
- ✓ Elevate your brand with authentic video content strategically tailored for luxury weddings and special events across diverse social media platforms, leveraging the psychology of your affluent clientele.
- ✓ Receive expert guidance on seamlessly bridging the divide between sales and marketing through the power of short-form videos, ensuring a cohesive and impactful digital presence.
- ✓ Master the art of capturing high-quality visuals that vividly showcase your venue, hotel, and city, highlighting their luxurious features to captivate your target audience.
- ✓ Boost visibility by joining forces with industry professionals boasting a robust digital presence, gaining exposure to their extensive networks and positioning your establishment in the limelight.

# GSD FRAMEWORK

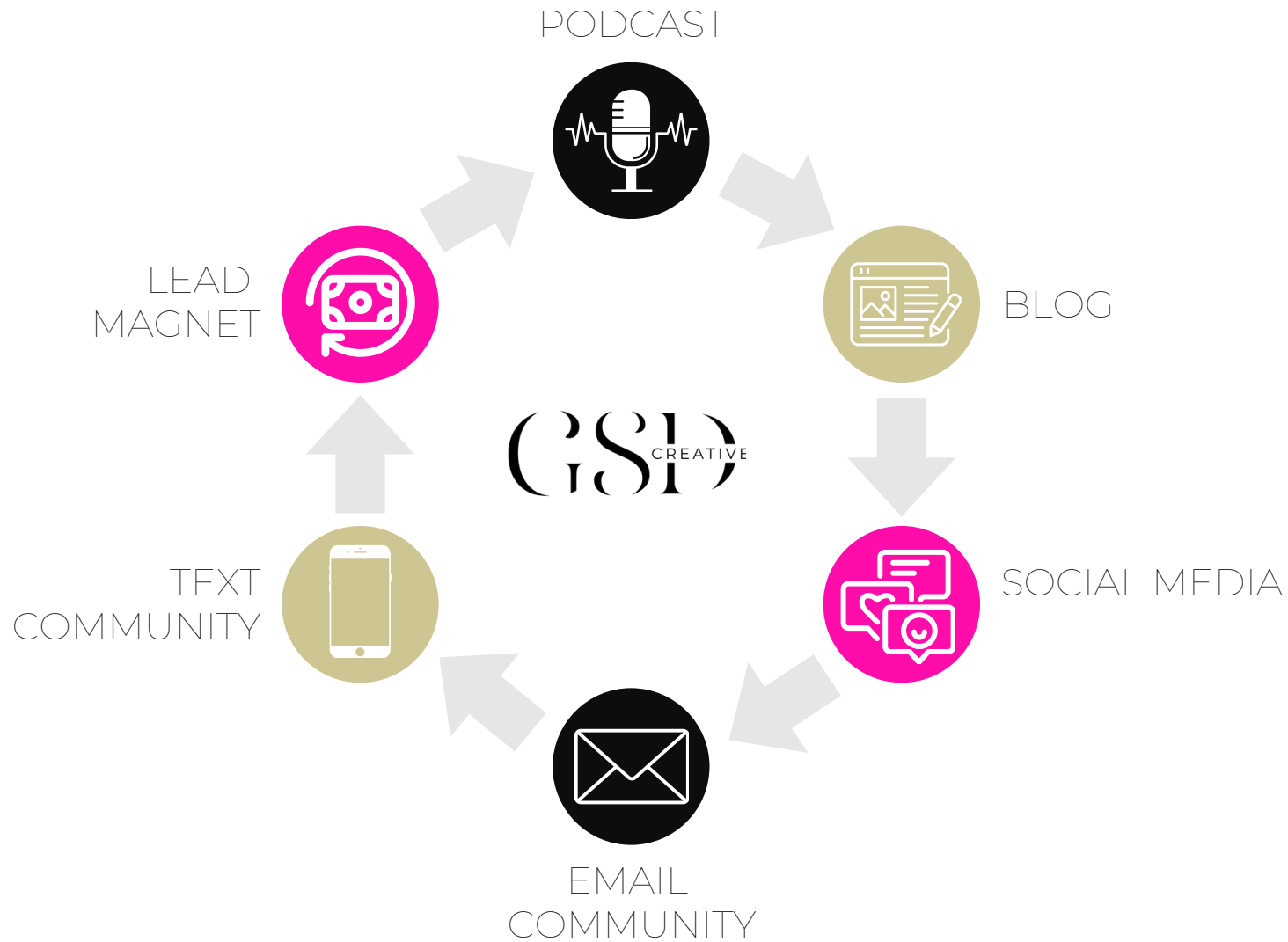
Our approach is unconventional yet effective. Drawing on over two decades of expertise, we've earned our clients' trust by consistently delivering impactful results. What sets us apart is the GSD Framework—a proprietary process grounded in human psychology, enriched with audience-centric insights, and comprising four key phases.



# GSD FRAMEWORK



# CONTENT CREATION FRAMEWORK



# INTERNATIONAL IMPACT

30+ COUNTRIES  
AND COUNTING

Our mission is to empower global leaders with the tools they need to be a positive presence in today's increasingly connected world.

We strive to foster international understanding through our leadership programs, creating strong connections and sustainable change worldwide.



INDIA



ITALY



SWITZERLAND



FRANCE



INDONESIA



SPAIN



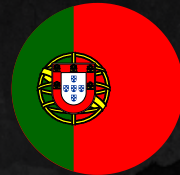
UNITED KINGDOM



VIETNAM



TURKEY



PORTUGAL



CANADA



MEXICO



GREECE



EGYPT



COLOMBIA



ANTIGUA



ST. KITS & NEVIS



UNITED STATES



CHINA



BAHAMAS



NETHERLANDS



THAILAND



TRINIDAD & TOBAGO



GERMANY



UAE: DUBAI



DOMINICAN  
REPUBLIC



JAMAICA



COSTA RICA

# IN THE MEDIA

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## FEATURED IN



## ENGAGED





# CASE STUDY



# CASE STUDY

DEFINE YOUR AUDIENCE  
AND INDUSTRY →

• CONSISTENCY AND  
CONTENT ROTATION →

• AUTHENTICITY AND  
ALIGNMENT →

**Hospitality Industry**   
Wedding Planners  
Event Designers  
Resorts & Hotel  
DMC's



**Travel**



Planning + Designing  
Weddings & Events  
Speaking  
Consulting  
Workshops



**Wellness**



Movement  
Dance  
Treadmill Desk  
Mental Health  
Productivity



**Creator**



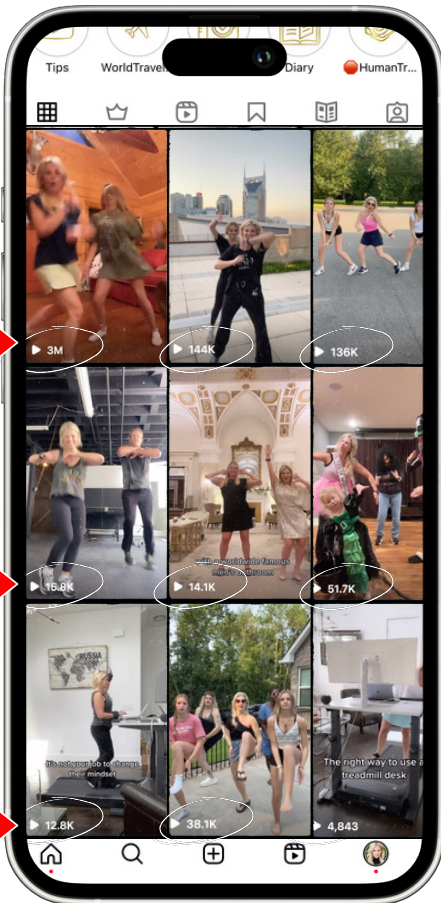
Resort & Hotel  
Experiences  
Podcast Host  
Brand Collaborations

# CASE STUDY



## RESULTS

**Audience Engagement:**  
Track what your audience watches through, uncover what's shared, and respond to questions and comments.

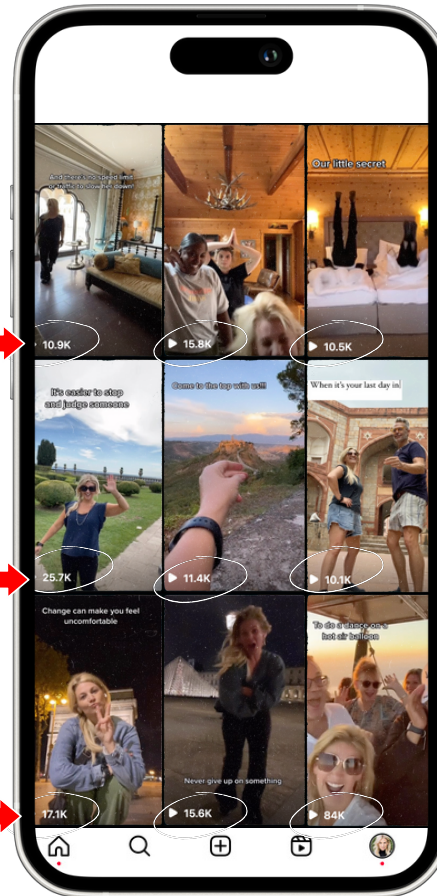


WELLNESS



## RESULTS

**Content Performance:**  
Recognize the elements that lead to consistent viral videos. Listen to your audience and watch the analytics.

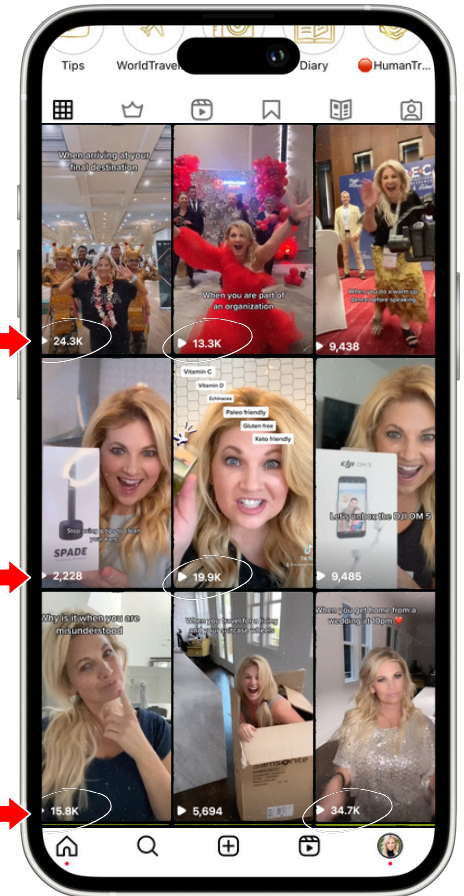


TRAVEL



## RESULTS

**Data-Driven Strategy:**  
Discover hidden secrets in your metrics, enabling you to create more of what truly resonates

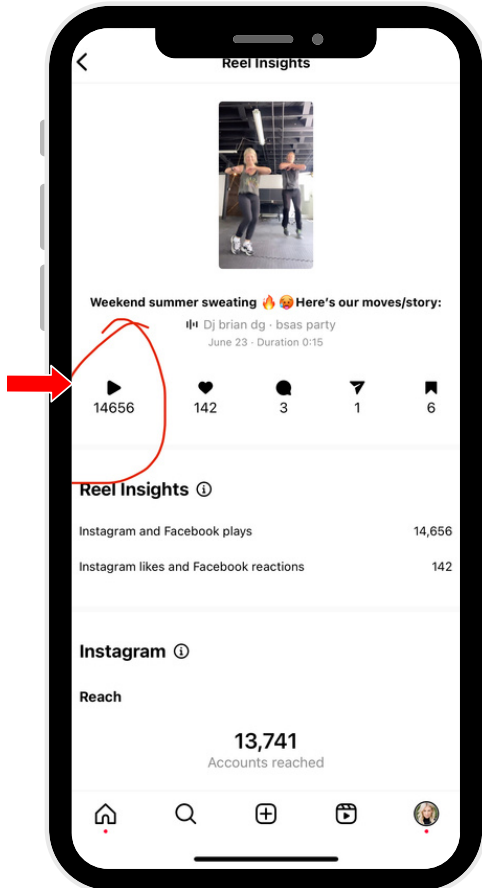


CREATOR

# CASE STUDY

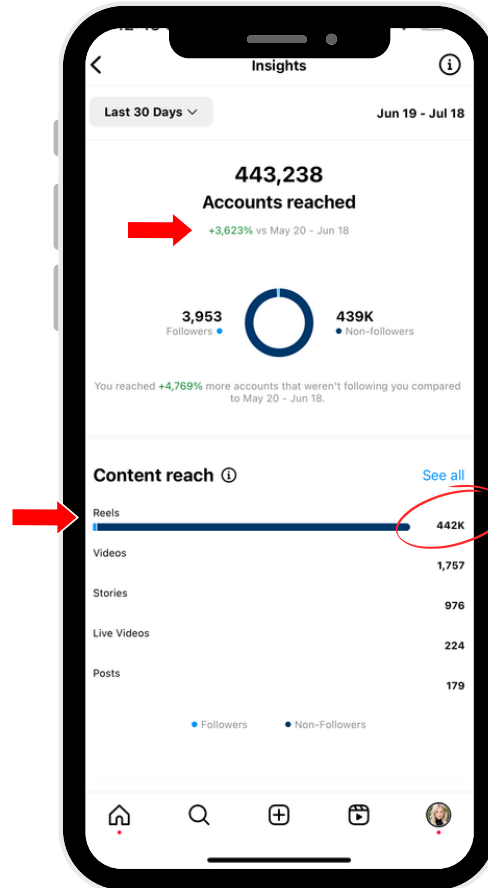
## PAY ATTENTION TO:

14656 Video Plays  
142 Likes  
3 Comments  
1 Share  
6 Shares



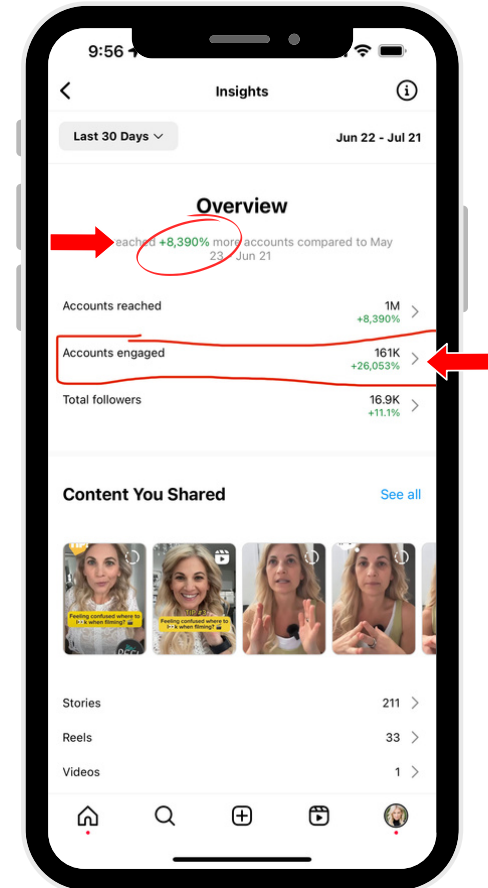
## 30 DAYS: DO MORE REELS

3,623% Accounts Reached  
439K Non-Followers  
442K From Reels



## 30 DAYS: FROM 1 VIRAL VIDEO

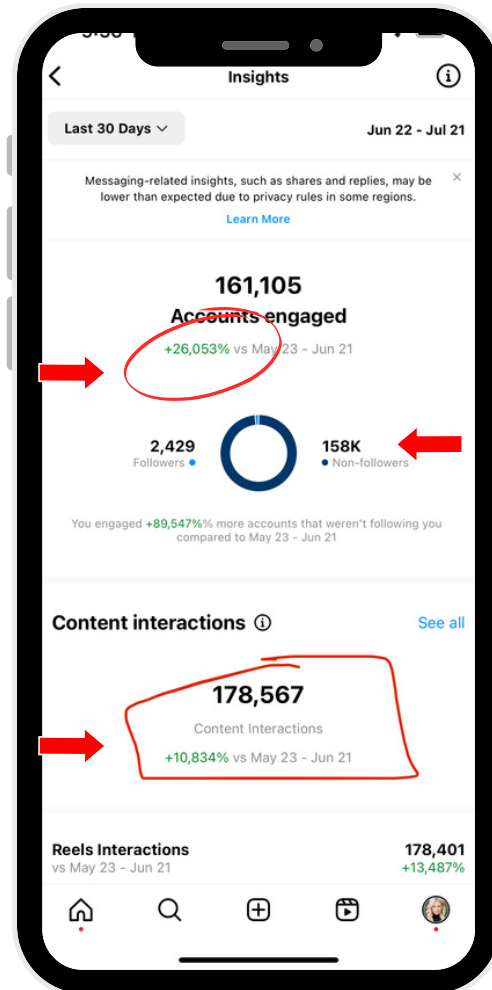
+8,390% (1M) Acct Reached  
+26,053% (161K) Acct Engaged  
+11.1% (16.9K) Increase Followers



# CASE STUDY

## 30 DAYS: FROM 1 VIRAL VIDEO

+26,053% (161K) Acct Engaged  
+158K Non-Followers  
+10,834% Content Interactions





UNLEASH THE POWER OF COLLABORATION

# WHAT YOU GET

SHOWCASE YOUR VENUE, HOTEL, OR CITY TO LUXURY WORLDWIDE LEADERS



# INDUSTRY EXPERTS

Angela and Brian who lead with strategy and purpose



ANGELA PROFFITT, the visionary behind GSD Creative, is a dynamic productivity expert, content creator, strategist, and podcast host. Renowned for her celebrity wedding and event planning, she serves as an international keynote speaker and author, empowering CEOs, executives, and entrepreneurs globally. With a rich background in psychology, effective communication, and a "Get Shit Done" attitude, Angela navigates businesses to success. Featured in major media like TLC, ABC Family, People's Magazine, Success Magazine, and US Weekly, Angela's expertise extends to her role on the board of Entrepreneur's Organization - Nashville. As the host of Business Unveiled since 2017, Angela takes you on a journey through top wellness programs and destinations in the hospitality industry, emphasizing the power of movement. Beyond her entrepreneurial pursuits, Angela enjoys TikTok with family and staying updated on the latest Apple technology.



BRIAN WORLEY, Owner/Creative Director of B Worley Productions, is an event maestro with a rich background in luxury weddings and events spanning over two decades. Relocating from Los Angeles to Atlanta, Brian brings an arsenal of high-profile event experiences to Atlanta's premier design company. Recognized as Harpers Bizarre Top Wedding and Event Designer in the World, Brian is renowned for his international experience and innovative event concepts. His expertise extends to top entertainment networks, corporate clients, celebrity weddings, movie premieres, and product launches. Brian has also hosted or been featured on various wedding and event reality shows, showcasing his hands-on knowledge and design prowess. Notable productions include American Idol parties, Emmy's red carpet and media tent, Teen Choice Awards VIP tent, Days of Our Lives Anniversary parties, Grammy After Parties, and the Foundation Polo Challenge in Santa Barbara for Prince William and Kate Middleton.



# WHAT YOU GET



## ORGANIC VIDEO CONTENT PROPERTY TOUR

Attendees will be guided by industry experts to capture captivating content using their own devices, ready to be shared with the world.

○ Strategically invite your perfect client in to experience it through trusted leaders in the industry



# PROPERTY SHOWCASE

3 HOUR EXPERIENCE



**Elevate** your social media presence through our engaging content showcase—an **exclusive** opportunity to collaborate with the best in the international event industry, renowned within a trusted community. Tailored for hotels, venues, tourism boards, and all in the hospitality sector, this immersive experience enhances relationships during conferences and events. Participate in hands-on sessions **capturing compelling content** for your property or city, as we provide the roadmap to foster, track, and strengthen your B2B relationships.

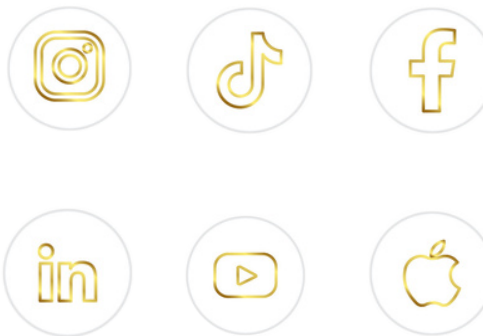


# WHAT YOU GET



## SOCIAL FEATURE

We guide you to produce short-form video teaser content to share on all social platforms to direct users back to a blog or offer collaboration posts



# EXPOSURE

By aligning your brand with our innovative showcase, you position yourself as a pioneer in the industry. With a focus on disrupting traditional norms, we empower you to stand out from the crowd and captivate audiences in ways they've never seen before. This is the moment to seize the spotlight and make an indelible mark on the hearts and minds of your target market.

## THE FOCUS

- 01 Expert guidance:** Our team of seasoned experts who will collaborate closely with you to ensure that all content creation strategies align with your brand guidelines and objectives.
- 02 Psychology of compelling content:** Unleash the secrets to crafting irresistible content that resonates with target audiences, fostering genuine connections and driving conversions.
- 03 Measurable results:** We track clicks, referrals, and engagement to provide you with valuable insights on the success of your investment.
- 04 Exponential exposure:** Amplify your brand's visibility and reach through multiple channels, including signage, social media mentions, and exclusive sponsor spotlights.
- 05 Targeted promotion:** Connect directly with a highly engaged audience of event planners and industry professionals, ensuring that your message reaches the right people.
- 06 Unparalleled ROI:** Our unique approach provides exceptional return on investment, enabling you to tap into diverse audiences, generate referrals, and elevate your venue or hotel to new heights.



# — PARTNERSHIP

Elevate your brand now – it's not just an investment; it's a game-changer. Embrace the power of our innovative events, connecting with influential event planners to unlock untapped potential for your venue, hotel, or city. Seize the opportunity to amplify your brand, showcase offerings to diverse international audiences, and embark on a new era of growth and success. Be at the forefront of industry innovation – join us as a partner and don't miss out!

## THE BENEFITS

- ✔ **Strategic Collaboration:** Forge meaningful partnerships with influential event professionals, aligning your brand with the industry's best.
- ✔ **Global Visibility:** Expand your reach on an international scale, gaining exposure to diverse audiences within the event planning community.
- ✔ **Brand Amplification:** Elevate your brand's presence through extensive marketing efforts, ensuring it stands out in a crowded market.
- ✔ **Exclusive Networking:** Access curated networking opportunities, connecting with industry leaders and peers for potential collaborations and growth.
- ✔ **Innovative Insights:** Stay ahead of industry trends and innovations with exclusive access to insights and knowledge shared by top professionals.
- ✔ **Customized Engagement:** Tailor your involvement to suit your goals, with options for interactive showcases, workshops, and other tailored engagements to maximize impact.

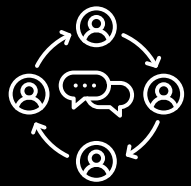




# SERVICES

# GSD SERVICES

VIRTUAL & IN-PERSON SESSIONS | WORLDWIDE-WE COME TO YOU



## COMMUNICATION TRAINING

Enhance Your Culture

Transform your company's communication dynamics with our interactive training. This proven methodology, facilitated by Angela Proffitt, a certified expert with a global reputation, has achieved success across various industries. Join the ranks of satisfied companies, schools, hospitals, and government agencies worldwide that have experienced a positive shift in team connection and employee retention. Engage in a lively session that promises a fresh perspective, leaving you with valuable insights to implement in your workplace.

## CONTENT CREATION SHOWCASE

Transform Your Brand Story

Elevate Your Brand's Presence: Immerse in Our Interactive Workshop Tailored for Hotels, Venues, Tourism Boards, and Hospitality Professionals Seeking to Enhance Connections at Conferences and Events.

In this immersive session, your team will gain hands-on experience, learning practical tips and strategies for creating compelling content that showcases the unique essence of your property or city. Covering everything from strategic planning and content creation to editing, execution, and audience engagement, we offer a comprehensive roadmap to foster, track, and strengthen your B2B relationships.

## BRAND COLLABORATION

Transform Your Brand Story

Unleashing the Power of Influence - Hospitality Edition. This exclusive collaboration features:

- A podcast interview showcase
- A blog feature with backlinks
- 3 captivating short-form video teasers highlighting key aspects such as room tours, city explorations, culinary adventures, and spa experiences, strategically shared across relevant platforms.

Benefit from exposure to our curated global community, cultivated over nearly two decades of traveling the world. This strategic partnership is your opportunity to join us in redefining the narrative of hospitality through strategic storytelling and impactful content creation.

Send us an email or schedule a discovery call or zoom with a GSD team leader!

[CLICK TO SCHEDULE A CALL](#)

[CLICK TO SEND AN EMAIL](#)

*\*\*TRAININGS: Your training investment is determined on the materials needed and number of participants (all In USD)*

*\*TRAVEL: ADDITIONAL EXPENSES WILL APPLY*

# OPTIONAL

## CONTENT FEATURES



### BLOG POST FEATURE

Get an inclusive feature on the go-to resource for consistent content on wellness, content creation, travel, and more



### PODCAST FEATURE

Invite Angela and get an inclusive interview to share your property's unique story with our global community





## NEXT STEPS

Ready to take your digital marketing footprint to new heights?

Schedule a chat with our GSD Expert to explore how we can support each other and fuel remarkable growth.

It's time to join forces, have fun, and make our mark in the digital landscape.

Click below to schedule your chat now!

 **CLICK TO SCHEDULE A CALL**





# MOVEMENT



# MEMORIES



# FAMILY



# SOLOCHIN NATHDIVOS



# TRAVEL



# CONNECTION



# COLETTA'S FASHION SHOW

