

Antroinette Smith

Founder & Principal Event Project Strategist

CMP · PMP® · BIZBASH 40 UNDER 40, 2025

*"Elevated Event Experiences,
Artfully Delivered."*

NOW ACCEPTING SELECT ENGAGEMENTS

Dallas · Fort Worth, TX · Los Angeles, CA · Global

artfullyoursevents.com · info@artfullyoursevents.com

White-Label Event Strategy & Project Management

Strategic event and project management partner with 15+ years delivering enterprise-scale programs for Fortune 500 brands. White-label by design: always behind the scenes, always delivering results that speak for themselves.

CORE DIFFERENTIATORS

- Dual-certified: CMP + PMP® – rare in the industry
- 2025 BizBash 40 Under 40 honoree
- 15+ years Fortune 500 event leadership
- Expert in white-label, confidential engagements
- AI-driven consulting for event technology teams
- PMI Corporate Ambassador (Dallas Chapter, Pending)

15+

Years of Enterprise
Event Leadership

\$4.5M+

Revenue Generated
Through Flagship Programs

270+

Brand Activations
Delivered

5,700+

Client Engagements
Managed

Built for Enterprise. Delivered with Precision.

01 Event Strategy & Program Design

Comprehensive conceptualization and architectural planning for high-stakes corporate event programs — from concept through flawless execution. Scope, timeline, budget, risk.

02 Experiential Marketing & Brand Activations

Immersive brand touchpoints and activations that drive measurable engagement. Trade shows, product launches, pop-ups, mobile tours, street teams, and flagship brand experiences.

03 White-Label Event Production

Acting as a seamless extension of your agency or internal team — full production services delivered behind the scenes. Your brand, your spotlight, our expertise, their experience.

04 Corporate Events for Social Impact

Purpose-driven initiatives with meticulous planning that centers equity, community engagement, and social responsibility. From CSR activations to nonprofit galas.

05 AI-Driven Event & PM Consulting

Modernizing event workflows and project management through ethical AI implementation. Consulting for event technology teams — translating 15+ years of PM insight into tools.

06 Project Management & Execution

Rigorous, end-to-end program management: stakeholder alignment, budget governance, risk mitigation, vendor management, and seamless delivery at any scale.

The Work.

Alcon Innovation Suites

2018 – 2025 · Medical Device · Experiential Marketing · Advisory Boards

170+

Activations

60+

Advisory Boards

10

Media Events

5,100+

Customers Engaged

Flagship experiential program offering an immersive exhibition platform across clinic-to-OR settings. Showcased cataract, refractive, and retina technologies. Generated \$4.5M+ in revenue across 7 years.

The Suite Spot Mobile Tour

2021 – 2024 · National Mobile Tour · Medical Device · B2B Sales Activation

53-ft

Mobile Experience

65

National Stops

2,000+

Customer Visits

\$3.5M

Revenue Generated

End-to-end program ownership: concept, fabrication oversight, staffing, logistics, and field execution across 65 national stops. 53-foot immersive clinic-to-OR experience.

AI-Driven Event & PM Consulting

2025 – Present · Mercor Intelligence · Micro1 · Event Technology

Translating 15+ years of enterprise PM and event workflows into high-quality training data and next-generation insights for AI-powered event planning tools.

CREDENTIALS & RECOGNITION

Proven Excellence. Recognized Expertise.

April 2025	BizBash 40 Under 40 Honoree BizBash Media	Industry Recognition
Jun 2024	Project Management Professional (PMP®) Project Management Institute	Active · Expires Jul 2027
Jan 2022	Certified Meeting Professional (CMP) Events Industry Council	Active · Expires Jan 2028
Jun 2022	Inclusive Event Project Strategist Certified Meeting Professionals International	Active
Jan 2012	Event Management & Design Certification Collin College	Foundational
Pending	PMI Corporate Ambassador PMI Dallas Chapter <i>(Application in progress — details confidential)</i>	Application In Progress

PROFESSIONAL AFFILIATIONS

PMI Dallas Chapter — Active Member · MPI Member · ILEA Dallas Alumni · BizBash Media — Class of 2025

How We Work.

I.

Define

Scope definition, stakeholder mapping, budget architecture, and timeline build. Every engagement begins with rigorous PM framework — not assumptions.

II.

Design

Strategic conceptualization and creative direction. Program architecture that balances brand vision, logistical precision, and audience experience.

III.

Execute

Cross-functional team leadership, vendor management, and real-time risk mitigation. Behind-the-scenes, white-label delivery at enterprise scale.

IV.

Deliver

Flawless on-site execution, stakeholder communication, and post-event analysis. Results that speak without attribution — your success, our expertise.

INDUSTRIES SERVED

- Medical Device & Life Sciences
- Corporate Events & Meetings
- Experiential & Brand Marketing
- Wellness & Social Impact
- Financial Services
- Event Technology & AI

Start a Conversation.

*"Every engagement begins with a strong PM framework —
defined scope, budget governance, and risk mitigation —
ending with seamless, brand-elevating delivery."*

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THE ARTFULLYOURS AGENCY

White-Label Event Strategy · Project & Program Management · AI-Driven Consulting