



EXECUTIVE EXPERIENCE CONSULTANCY

*Consider it handled.*

**EVERYONE TALKS. WE PRODUCE.**

Said & Done is an executive experience consultancy for enterprise B2B. We design and produce the rooms your biggest relationships depend on.

RECEIVED

# A boutique consultancy for the relationships that matter most.

**Your most important accounts don't move because of more touchpoints. They move because of better ones.** Said & Done helps B2B companies create the moments that turn priority accounts into real relationships. Through account-based experiences and executive programs, we bring strategy and production together — designing the experience and delivering it in the room with you.

## THE PROBLEM

Your top accounts don't move on volume. They move on trust, built in real rooms, over real relationships. But strategy shops hand off a plan, and production shops run logistics with no strategy behind them. The result is beautiful events that don't move pipeline, or smart plans nobody executes.

## OUR ANSWER

One senior team, from the blueprint to the doorstep. You bring the target accounts; we design the moment that matters to them, produce it end to end, and measure it against the relationships it was built for, not badge scans. Boutique by design: the people who plan it are the people who run it.

**Better conversations. Stronger relationships. Bigger pipeline.**

STRATEGY · EXPERIENCES · RELATIONSHIPS

### SENIOR, HANDS-ON

The founders do the work. You always know who's in the room.

### ACCOUNT-BASED

Every experience is curated around the specific accounts you want to move.

### RELATIONSHIP-FIRST

Designed for human connection with the accounts that matter, not lead volume.

## BUILT BY OPERATORS, FOR OPERATORS.

We've sat on the client side of the table. Said & Done is built around what internal teams actually need from an experience partner: strategic thinking, senior ownership, flawless execution, and a clear connection to the accounts that matter.

# The rooms that align, reward, and energize your own people.

Said & Done designs and produces the internal moments that matter most: team offsites, sales kickoffs, Presidents Clubs, and board retreats. You own the message and the agenda. We make the room worth being in, and we run it so your team can be fully present.

## THE PROBLEM

Your biggest internal moments carry real weight, and they're usually built off the side of someone's desk. An overloaded internal team, a generic event vendor, and a hotel ballroom rarely add up to something people remember, or that actually moves your culture forward.

## OUR ANSWER

One senior team that treats your offsite or SKO like a flagship. We design the experience and produce it end to end, so your leaders show up as guests, not stage managers, and the room lands the way you intended.

**Aligned teams. Rewarded talent. Momentum that lasts.**

OFFSITES · SKOS · PRESIDENTS CLUBS · BOARD RETREATS

## EXPERIENCE ONLY

The agenda, the message, and the culture work stay yours. We handle the room.

## FLAGSHIP-GRADE

The same senior craft we bring to executive experiences, aimed at your own people.

## FULLY PRODUCED

Venue, vendors, run-of-show, and on-site hosting, handled end to end.

## WHAT WE DO

# Four ways we help you win.

Everything we do is the experience itself: designed, produced, and measured by one senior team. Lead with one pillar or weave all four into a single program.

01

## Account-Based Experience (ABX)

RESEARCHED & TAILORED

We research each account on your target list for one purpose only: to curate the experience around it. This is account insight in service of the moment, not research for your sales team, and never a stand-in for your sellers. The relationship work stays yours; we make the room worth being in.

ACCOUNT RESEARCH (CURATION ONLY)

MOMENT MAPPING

1:1 & 1:FEW EXPERIENCES

EXPERIENCE PLAYBOOKS

02

## Executive Experiences

CURATED & PRODUCED

Executive retreats, customer retreats, advisory dinners, and VIP experiences, designed and produced anywhere in the world. For the advisory board you already have, we create the retreats and dinners that make members glad they said yes. (We don't recruit advisory members.)

EXECUTIVE RETREATS

CUSTOMER RETREATS

ADVISORY DINNERS & RETREATS

VIP EXPERIENCES · WORLDWIDE

03

## Internal Events

DESIGNED & DELIVERED

The rooms that align and reward your own company: team offsites, SKOs, Presidents Clubs, board retreats and dinners. We design and run the experience itself; the agenda content, the message, and the culture work stay with your team. (Presidents Clubs span our whole practice: part incentive, part executive experience, part internal event.)

TEAM OFFSITES

SKOS

PRESIDENTS CLUBS

BOARD RETREATS & DINNERS

04

## Experience Measurement

PER PROGRAM · ONGOING

Every experience reports back: engagement, meetings, and shared opportunity data for account work, alignment and follow-through for internal events, and the relationship momentum behind both. Scoped alongside the program or as an ongoing portfolio scorecard on retainer; every program includes a wrap recap as standard.

PER-EXPERIENCE REPORTING

PORTFOLIO SCORECARD

PIPELINE & ALIGNMENT

~~CONTENT CULTURE OUTREACH~~ **THE EXPERIENCE**

ONLY THE EXPERIENCE. JUDGE US ON EXACTLY THAT.

## HOW WE WORK

# Scoped. Designed. Produced. Proven.

Four phases, one team the whole way through, so nothing gets lost in translation.

## 01

### PHASE 01 · STRATEGY

#### Blueprint

We start from your goal and your guest list, whether that's the accounts you want to move or the team you want to align and reward, then build the strategy: the moments that will matter to those people and how we'll measure success.

## 02

### PHASE 02 · DESIGN

#### Design

We design the program and the creative: the format, the guest experience, the run-of-show. Everything is built around the accounts and people in the room.

## 03

### PHASE 03 · EXECUTION

#### Produce

We run it. Venue, vendors, run-of-show, logistics, and on-site hosting, handled by us in the field, so your team can focus entirely on their accounts and the relationships in the room.

## 04

### PHASE 04 · IMPACT

#### Measure

We report against what matters for your program: account engagement, meetings, and the opportunity data you share with us at 30, 60 and 90 days; alignment, energy, and follow-through for internal events; plus the qualitative signal of relationships and momentum built. Then we refine and do it again, better.

#### SAID & DONE OWNS

Experience strategy & program design · account or audience research, used solely to curate the experience · creative · venue, vendor & production management · run-of-show & on-site hosting · a wrap recap for every program.

#### YOUR TEAM OWNS

The guest list · the relationships and all communication with your guests · outreach, invitations & RSVPs · any sales or internal follow-up · all session content & messaging. We curate every experience around the list you bring. The voice your guests hear, and the message in the room, is always yours.

## WAYS TO WORK TOGETHER

# Custom packages, built to your program.

Three ways to start. We scope a package to **your specific program**, your goals, your accounts, your mix of experiences, and quote a single, fixed professional fee. It's consistent, priced against current market benchmarks, and transparent, so you always see what's ours and what's yours.

### 1 • Strategy Sprint

#### Where many start

Strategy, pure and simple. After our consult, your team hands us what we need to educate ourselves, like account lists, past programs, and goals, and we deliver your step-by-step blueprint **4–6 weeks later**, depending on ask, staying **on call throughout** to advise on best practices. A low-risk first step, yours to run with or without us.

### 2 • Program Retainer

#### The ongoing engine

Ongoing strategy, experience planning, program design, and orchestration, scoped to the number of experiences in flight and the labor your program actually needs. Scales up and down with you across the year.

### 3 • Signature Experiences

#### Per program

Design and production management for a specific moment: an advisory dinner, an executive or customer retreat, a Presidents Club, an SKO. Priced per program and scoped to exactly what it takes to put on your experience, anywhere in the world.

#### WHAT OUR FEE COVERS

Every quote is one **fixed professional fee**: our strategy, design, production management, hosting, and our team's travel. Program hard costs (catering, venues, entertainment, gifting, guest travel, event staffing) remain yours, billed directly to you or pre-funded. No markup surprises: you always see the real numbers.

**How it works:** we scope your ask, quote a single fixed professional fee, and confirm before anything begins. Retainers are monthly; programs are 50% on signature, balance due 30 days before the event. Part of your Sprint fee is credited toward a retainer that follows it.

## GETTING STARTED

# A recommended first engagement.

The simplest way to begin: a short Sprint to align on strategy, then execute a first Signature Experience with one of your priority accounts.

- 1 Discovery call (this week)**  
30–45 minutes on your goals, target accounts, and timeline.
- 2 Strategy Sprint (4–6 weeks)**  
We deliver the experience blueprint and a designed plan for your first signature moment.
- 3 First Signature Experience (from week 10)**  
Lead time is set by the format — six weeks minimum for a dinner or roundtable, ten for a team offsite, sixteen for a retreat, SKO or Presidents Club. We produce and run it end to end. A first experience to build from.
- 4 Grow into a retainer**  
Roll into an ongoing program with a cadence of experiences across the year.

## You'll work directly with Kelsey and Bella.

The same senior team from the first call to the last glass. The name is the contract: no sooner said than done.

HELLO@SAIDANDDONE.EVENTS · SAIDANDDONE.EVENTS

@SAIDANDDONE.EVENTS ON INSTAGRAM & TIKTOK · @SAIDDONEEVENTS ON X · SAID & DONE ON LINKEDIN