



Indigo Events Corp.

Background

Indigo Events Corp. specializes in events, providing comprehensive services in event planning, consulting, and marketing through events. The inspiration behind launching this venture was my belief in the effectiveness of events as a powerful tool for marketing products or services. My journey started in the cosmetic business, where budget constraints pushed me to find innovative ways to compete with larger brands. I turned to events as a creative way to compete. This experience led me to discover the powerful intersection of events and marketing.

Our services are organized in three main areas. First, there's the marketing side, where we create a comprehensive concept that incorporates events, PR, social media, and in-person strategies. It's a holistic marketing approach. Then, there's the corporate events side, which encompasses everything related to corporate functions—workshops, planning, sales events, and more. Lastly, we specialize in social events and weddings, offering diverse and tailored services in this category.

Solution

After the impact of COVID-19 on the events industry, I realized the need for a transition. I sought assistance to explore new directions beyond traditional event production. StartUP FIU Local played a crucial role on the transition as they were one of the 6 spokes under the Miami-Dade Business Navigator Program, which is funded in part through a cooperative agreement with the U.S. Small Business Administration.

Specifically, they helped me analyze the industry I wanted to target and identified solutions to existing problems. With their assistance, I gained insights into the challenges and opportunities

within the market. This process allowed me to identify unique problems that I could address and solve through my business. Without their guidance, I might not have been able to view my business from this different and strategic perspective.

From the Owner

“My advice is to seek help and guidance. Entrepreneurs often find themselves trying to manage everything independently, lacking a dedicated team or board. In the initial stages, it's a journey marked by trial and error, learning from mistakes. Programs & organizations like StartUP FIU Local and Miami-Dade Business Navigator Program provided invaluable support, making the entrepreneurial path much smoother.

The significance of having guidance, like the support from MDBN offers, cannot be overstated. It streamlines the process, making it more manageable than when I first embarked on this journey. Recognizing the value of seeking assistance is pivotal – it's a reminder that the entrepreneurial road is better traveled with a helping hand rather than going it alone.”

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