



MICHELE ABRAMS EVENTS PORTFOLIO
Global Events Producer | Marketing Strategist | Project Manager

TESTIMONIALS

"Michele has been a critical partner in launching Moss Adams annual health care conference. She has helped us negotiate speakers, plan the overall event, and ensure our sponsors are welcomed and well taken care of. This past year she more than tripled our conference sponsorships, and we had incredible feedback from panelists, speakers and clients on the service she provided. Michele is committed to excellence with each project she takes on, she is the consummate professional, and I highly recommend her."

-Michaella Johnson

Marketing Manager, Moss Adams, Health Care Industry

"I have known Michele for over a decade both on a personal and professional level and can attest to her professionalism, her diligence and her heart for people. Her passion for sharing the joy of music performance is infectious. She truly understands the power of music to inspire others and has backed up this belief by years of dedication to promoting artists and using music as a vehicle to raise money for cancer research. I have been blessed to work with her."

-Jim Drake

Owner, PromoLab

"Michele Abrams is a Renaissance Woman; one of those rare people who possesses many talents that make her memorable and magnetic. She is a brilliant thinker and diplomat who combines warmth and sincerity with well-honed business skills that make her successful with every project she takes on."

-Claire Fernanda Dobie

President, Morris Communications, Inc

"Words to describe Michele: Visionary. Passionate. Effusive. Philanthropic. Fearless. Whip-smart about the music industry. Her company, BrightStar Entertainment, exemplifies the wealth of knowledge, the network and professional excellence that Michele Abrams consistently brings to each partnership. Despite her busy schedule, Michele consistently made her philanthropic work on behalf of Fred Hutchinson Cancer Research Center a priority. Michele's contributions to the Hutch Holiday Gala Board of Directors were exemplary and included a special performance by jazz legend, Dave Koz and In Concert for Cancer aboard the USS Midway aircraft carrier. Michele Abrams is a tour de force. May you be lucky enough to partner with her"

-Katharine P. Asgari, Ed.M.

Director of College Counseling



MOSSADAMS

Moss Adams

Las Vegas, Nevada



OBJECTIVE: To enhance and grow Moss Adams annual health care conference.

EVENT: An exclusive conference that brings together notable C-suite and executive teams from across the country to share industry knowledge, best practices, and new ideas.

ROLE: Conference producer, project manager. Secure and manage high-profile key note speakers, politicians and industry panelists. Develop conference themes and industry topics. Launched and manage the conference social media presence, sponsorship program, photography and videography.

RESULT: : Elevated the content and caliber of Moss Adams health care conference.

[Co-Produced 2017 Conference Video, Click to View](#)



Paul Gauguin Cruise Line

Seattle, Washington and French Polynesia



OBJECTIVE: To implement unique, world-class live music experiences to a wine and culinary charter cruise to French Polynesia.

EVENT: "Wine, Dine & Jazz at Sea." Created a unique music program featuring performances and meet-and-greet opportunities with acclaimed Jazz musicians.

ROLE: Executive Producer, project manager, marketer. Secured Grammy winning artists, created the music program, managed music production elements, implemented joint marketing.

RESULT: Attracted new cruise patrons and elevated the live entertainment experience.

eliminating racism
empowering women
ywca

YWCA of Kauai

Kauai, Hawaii



OBJECTIVE: To raise awareness and funding for women’s shelters on the island of Kauai, Hawaii.

EVENT: Created “Jazz on the Shores,” two community fundraising concerts in Princeville and in Poipu Beach.

ROLE: Executive producer, project manager, marketer. Partnered with Grand Hyatt Kauai and The Princeville Resort, presented concerts at each property, secured Grammy winning artists, managed music production elements, implemented joint marketing.

RESULT: Raised awareness and funding in support of YWCA domestic violence programs.



In Concert for Cancer

San Diego, California and Seattle, Washington



OBJECTIVE: To utilize live music performances as a joyful platform to lift the spirits of cancer patients, survivors and the greater community while raising awareness and funding for life-saving immunotherapy cancer treatment and research.

EVENT: Now in its 7th year, In Concert for Cancer has been presented in San Diego and Seattle. Since 2015 the concert has been presented in Seattle, benefiting Seattle Children's Hospital and Research Institute ground breaking immunotherapy initiatives.

ROLE: Principal, Executive Producer. Launched the nonprofit in 2010 and built all event elements from ground up. Secure and manage acclaimed musicians and event sponsors. Manage grant writing, venue selection, logistics, marketing, social media, volunteers and vendors.

RESULT: The annual event has lifted the spirits of many while raising thousands of dollars supporting Scripps Health in San Diego and Seattle Children's Hospital and Research Institute in Seattle.

[Click Here To Learn More About In Concert For Cancer.](#)



Washington Auction of Wines Gala

Woodinville, Washington



OBJECTIVE: To add a festive live music element to the Gala after-party to keep people socially engaged and entertained after the dinner and auction concluded.

EVENT: For over 30 years The Auction of Washington Wines has supported the growth and global awareness of the Washington State wine industry through a series of celebrated events.

ROLE: Entertainment Consultant. Secured Grammy nominated recording artists to perform, and managed music production elements.

RESULT: Patrons enjoyed live music, dancing, and dessert into the late hours of the evening.



Grand Hyatt Bellevue

Bellevue, Washington



OBJECTIVE: To attract more patrons to The Hyatt Bellevue, to fill an underutilized space with live entertainment and to create special events throughout the year featuring live music.

EVENT: "The Cjazz Lounge," within the Hyatt Hotel presented an array of Jazz and R&B artists weekly, on Friday nights.

ROLE: Executive Producer, project manager, marketer. Created a branded music venue within the hotel. Presented concerts featuring regional and national musicians. Managed music production elements and joint marketing. Presented live entertainment for the Hyatt's New Years Eve and Easter Brunch events.

RESULT: Increased hotel room sales, food and beverage sales, and raised brand awareness for the hotel.



Seattle Super Sonics Basketball

Seattle, Washington



OBJECTIVE: To enhance the Sonics Basketball half time experience for attendees.

EVENT: A basketball game half time event experience at Key Arena where a variety of musicians perform.

ROLE: Project manager. Created and delivered a live music program featuring local and regional artists. Secured musicians to perform and managed onsite music production elements.

RESULT: 25% increase in food and beverage sales and heightened level of excitement at half time.



PricewaterhouseCoopers

Seattle, Washington and Portland, Oregon



OBJECTIVE: Create new, inspiring events for the Firm's Alumni and thought leadership Programs, in Seattle and Portland.

EVENT: A series of annual events to innovate and drive attendance for the Firms Alumni programs.

ROLE: Events and Marketing Manager. Created new ideas and themes for Alumni events, and thought leadership seminars. Secured and managed venues, hospitality, and live entertainment.

RESULT: Rolled out a series of annual events that increased Alumni attendance throughout the Pacific Northwest.



Yamaha Music and Music Works Northwest

Seattle, Washington



OBJECTIVE: To create an educational clinic presented by a musical luminary, for students of MusicWorks Northwest, a nonprofit music school.

EVENT: The event was a clinic for students, presented by a Grammy winning Jazz musician, sponsored by Yamaha Music.

ROLE: Project manager, marketer. Secured Grammy winning artist Eric Marienthal to present the clinic. Enlisted Yamaha Music as a sponsor, managed music production elements and marketing.

RESULT: Students enjoyed a free, interactive music clinic with world-renowned musicians.

mozilla

Mozilla
Portland, Oregon



OBJECTIVE: Create a private celebratory event for Mozilla's employees, surprise them with a live music performance by a famous band.

EVENT: A private corporate event at "Pure," a venue in Portland Oregon. Employees were flown in from around the world. The venue was transformed into a nightclub atmosphere with food, beverages and a surprise performance by Grammy-winning artists Macklemore & Ryan Lewis.

ROLE: Entertainment Consultant, project manager. Negotiated, secured and managed artist contract, rider and hospitality. Managed sound, staging, lighting and production vendors. Managed the process of deploying a 40-foot video wall with streaming media imagery.

RESULT: Mozilla employees enjoyed a special evening of recognition and celebration.