

Office Angels Delivers ‘Success On Demand’ For Tammy Hurt, Outsource Events

Planning and executing executive-level and customer events for clients such as CBS Television, AT&T and Microsoft kept Tammy Hurt, founder and president of Outsource Events, on the road and she needed someone to keep the “office fires” burning.

She also knew that tending to today’s needs without keeping an eye on the future is one small business pitfall she wanted to avoid – especially in an industry where decisions are made years in advance. For Tammy, keeping her business growing meant that someone had to create and maintain a robust, constantly evolving pipeline of qualified “hot prospects.” With her travel schedule, Tammy knew “that someone” would have to be someone other than herself.

Thanks to Tammy’s well nurtured network of business contacts, she knew just who to call for help – Essie Escobedo, a serial entrepreneur herself who is now the Chief Executive Angel of Office Angels. Providing small business with “big business talent” on an as needed basis is what Office Angels does.

When they began working together, Tammy wanted a second in command who could pre-plan future events when she was traveling to execute near-term events. However, as is typical in a small business setting, things changed. Pre-planning took a back seat when a significant new business opportunity landed in Tammy’s “backyard.”

The Women’s Business Enterprise National Council (WBENC), which is a leading advocate for women-owned businesses supplying services to America’s corporation, had chosen Atlanta as the host city for an upcoming conference. More than 400 supplier diversity executives from leading U.S. corporations with a need for services from women-owned businesses would be coming to town.

Office Angels worked with Tammy to send a simple, one-question email poll asking “Do you outsource your events?” The recipients, 400 decision makers registered for the WBENC conference, could either check the “yes” box or the “no” box. No one knows whether it was the efficiency of responding or the email’s simplicity but the campaign netted an amazing 30% response rate.

“For the four months leading up to the conference, Office Angels had ongoing conversations with 80% of the responders, stimulating their interest in Outsource Events,” Tammy said. “By the time the conference kicked off, Office Angels had either set up a meeting or alerted the responders that I’d be stopping by their booth. All of these decision makers were familiar with Outsource Events before I even met them.”

Prospecting is one thing but results are a totally different thing. The campaign certainly kept Outsource Events “top of mind” with the decision makers but what really came from the effort? “I’m delighted to report that four of the 10 decision makers we met are now ‘hot prospects’ for us. Office Angels was instrumental in this effort,” Tammy reported.

“Office Angels continues to be truly invaluable to me. I have confidence knowing they’re there when I need them and they know my business,” Tammy pointed out. “I recommend Office Angels every chance I can and I will continue to do so. Women business owners like me want the help we need when the business demands it and Office Angels understands that.”

For Tammy, being a women business owner is also a chance to credit those business experts who have helped her business thrive. “I continue to be grateful for the privilege of operating my own business,” Tammy explained. “I know that the success of my business is due to a number of key people in my network. For me, Essie Escobedo and Office Angels are an extremely valuable part of that network.”

About Office Angels

Office Angels serves small business owners as the exclusive gateway to the at home workforce, a large community of professionals with experience in every facet of business operations. Business owners work with Office Angels secure experienced professionals who can do what needs to be done in finance, marketing, customer service and sales on an “as needed” basis.

Success ON DEMAND by Office Angels

Client Profile – Outsource Events

Company: Outsource Events

Founder: Tammy Hurt

Services: An event management firm specializing in the logistical planning and execution of executive-level and customer events.

Distinction: WBENC, nationally certified, woman-owned business, The Women’s Business Enterprise National Council, www.wbenc.org

Street Cred: Orchestrated high profile events held in conjunction with Olympics, Super Bowl, U.S. Open, NCAA Men’

Website: www.outsourceevents.com

Tammy’s Kudos:

- Named one of the “Top 25 Entrepreneurs and Ones to Watch” for 2008 (*Catalyst Magazine*).
- Featured on “Putting a Spotlight on Atlanta’s Best Businesses,” Atlanta Business Radio, October 15, 2008, www.atlantabusinessradio.com.
- Serves on the Board of Governors for the Atlanta chapter of The Recording Academy (“The Grammys”)
- Functions as a Strategic Advisor to the Atlanta chapter of Women in Sports and Events
- Serves as Second President on the Executive Board of PROWin (Professional Women’s Information Network)
- Lends a hand to the Atlanta Chamber of Commerce, Atlanta Convention and Visitors Bureau, Atlanta Sports Council, Meeting Planners International and International Special Events Society