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ART of the GALA

3RD ANNUAL ART OF THE GALA ANNOUNCES INCREDIBLE LINEUP OF 40+ INDUSTRY LEADERS, MAJOR BUSINESS ORGANIZATIONS, AND NOTABLE INFLUENCERS

Through Influential Keynote Speakers, Including Jack Ingram, Michael Barnes, Sheena Wilde, and More, Important Topics, and Intimate Roundtable Discussions, This Event Empowers Attendees in Creating Strategies into the Overall Success of an Organization

AUSTIN, TX (OCTOBER 3, 2018)- The 3rd annual Art of the Gala (AOTG) announces this year's lineup of more than 40 highly acclaimed speakers for the event on **Tuesday, October 23, 2018**, at the JW Marriott. The [Art of the Gala](#) is a full-day event to empower area nonprofit organizations, their leaders, and investors with the knowledge and tools to succeed in a crowded market.

"We're thrilled to announce so many incredible professionals who are experts in their field to share their knowledge on fundraising, event planning, and so much more," said Co-Producer of AOTG and President of JHL Jennifer Stevens. "I'm so excited to join forces with GivingCity Austin, and we couldn't be more proud of the amazing roster of people that will be sharing their knowledge with guests this year."

Attendees will network and learn from event planners, fundraising experts, and individual and corporate philanthropists, including:

- Jack Ingram, Country Music Artist and Principal for **Mack, Jack & McConaughey**
- Michael Barnes, Society Editor at the ***Austin American-Statesman***
- Sheena Wilde, Director of Philanthropy for **Kendra Scott**
- Sandy Marple, Vice President of Special Events for **Neiman Marcus**
- Sunny Howard, Chief Development Officer for **American Red Cross**
- Michaelyne Escobar, Director of Private Events for **ACL Live**

"With so many events, from happy hours to galas, our expertise will give organizations the tools they need to stand out in a crowded market," says Co-Producer of AOTG and Founder of GivingCity Austin Monica Maldonado Williams. "Our organization helps support the causes

those in our community care about by serving as the guide to doing good. We will show people in the nonprofit sector how to get their message out in the proper way to get maximum exposure.”

AOTG offers 30+ roundtable discussions that help attendees dive deep into creating a foundation for innovation, new ideas, and an entrepreneurial approach for creating successful events to build their brand and better the community. Through these discussions, attendees have the opportunity to have personal discussions with experts to get feedback and ideas to bring back to their organizations.

Those topics will include:

- Making It Magical: Creating Extraordinary Experiences
- Leveraging Sponsors for Marketing Impact
- Building and Managing Volunteer Base
- Tips for a Successful Auction
- Managing Vendor Relationships
- Traditional and Social Media in Successful Event Marketing Strategies

Attendees will get to choose two of four panels that are moderated and hosted by experienced event professionals to empower them in making the most out of any event. Art of the Gala provides invaluable information that nonprofits have been able to turn around and use to grow their mission. With a focus on thinking like a for-profit, Art of the Gala will teach attendees how to leave donors feeling excited to be involved in their organization and ready to return again and again.

The 2018 Art of the Gala will be held on Tuesday, October 23, 2018, at the JW Marriott. Tickets are available for purchase at <https://www.betterunite.com/JHLCompany-artofthegala>. Sponsors for AOTG include Anheuser Busch, St. David’s Foundation, Stratus Properties, Tito’s Handmade Vodka, and ATX Event Systems. For more information on Art of the Gala, please visit <http://www.theartofthegala.org>.

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ABOUT THE ART OF THE GALA

The Art of the Gala is a full-day event to empower area nonprofit organizations, their leadership, and investors with the knowledge and tools to succeed in a crowded market. Innovation, new ideas, and an entrepreneurial approach are the foundation for creating successful events to build your brand and better the community. Network and learn from event planners, fundraising experts, and individual and corporate philanthropists.

This unique event planning expo involves a day where volunteer fundraising event planners learn about best practices for fundraising as well as new methods and strategies from nonprofit experts and professionals. Last year, more than 150 attendees from across Texas representing

100 local nonprofits heard from 20+ speakers on how to produce more effective fundraising events. For more information on Art of the Gala, please visit <http://www.theartofthegala.org>

ABOUT GIVINGCITY AUSTIN

GivingCity Austin is the only online media organization that helps you support the causes you care about. Through news, features, and events, we work with media and community partners to help you have a better understanding of your place in a local giving community.

<http://www.givingcityaustin.com>

ABOUT JHL

In an era of heightened awareness of expectations, JHL works with leaders in high trust situation. We excel at the crossroads of high visibility and reputation enhancement in public policy, events, and first impressions. <https://jhlcompany.com>