

CALIBER

enterprises



Events

(CORPORATE | SMALL BUSINESS | CONVENTIONS | EXPOS |
GRAND OPENINGS | PRODUCT LAUNCHES | PROFIT & NON-PROFIT | ETC.)

Our Mission

CALIBER enterprises values unity and commitment in purpose, truth, character, transparency, integrity, dignity, responsiveness, and profitable, healthy, fair, business practices. CALIBER enterprises purposes to live such to the best of its ability with its valued Clients, Vendors, and all our business relationships. CALIBER enterprises expects the same from other valued Clients and business relationships. We purpose and look forward to all parties cultivating an ongoing, harmonious, prosperous, wonderful experience throughout our business relationships.

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Services Offered:

- Conceptualize, Create, Organize & Execute Event
- Create & Execute Event Media/Public Relations Program
- Create Event Social Media Program & Execution
- Draft & Manage Event Budget
- Edit Event Video
- Event Advertising
- Event Collateral Graphic Design
- Event Execution Timeline
- Event Logo Design
- Event Management
- Event Planning (from A to Z)
- Event Website Design
- Plan & Conduct Event Theme/Concept/Purpose Strategy Session
- Plan and execute event programs throughout the year
- Plan, Manage & Secure Event Fundraising / Sponsors Program
- Plan, Script, Film Company or Personal Branded Event Video
- Provide Event Talent, DJ, Chef, Caterer, Special Needs, etc.
- Special Event License: Counseling, Filing & Obtaining
- Suggest & Secure Event Venue
- Supply Event Photography
- Supply Event Staff

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A Few Clients from our Client List

A Night to Remember Fall Runway Event
Alliance Theatre Kickoff Writer Event – What I Learned in Paris
ARCA: Uncork A Cure Events
Banana Republic Fashion Event
Beauties & Beasts of Atlanta
Blue Med Spa Club Blue Membership Appreciation Event
Boy Next Door Swimwear Fashion Show
Catalyst Fitness Grand Opening
Chastain Conservancy Concert, “A Night Unplugged”
Corinna Allen Emmy Award Reception
Cynthia Bailey – The Bailey Agency School of Fashion Grand Opening
Cynthia Bailey Eyewear Events
Cynthia Bailey Model Search Atlanta
Dressed Charette Pre-event to the Fashion Event for IIDA
Dressed Fashion Event for IIDA
Grand Opening of BarONE
Let's Have a Ki Ki at The Nook Restaurant on Piedmont Park
Life 4 Men Event
Life in Art at the Bill Lowe Gallery
MCD Company Launch Event with Vernon Davis and Antone Barnes at MODA
Midtown Shop & Dine
Midtown Tour of Homes
Moo Moo Trunk Show
RYSE Grand Opening Press Event
SCIC Industry Holiday Mixer with the American Cancer Society
Studio 905 on Juniper Art Gallery Grand Opening
The Atlantan Brides Magazine Fall Runway Event
Thomas Barnette CD Release Concert Event



CALIBER enterprises CEO, Marcus Jackson's Bio

In addition to working with celebrity, Cynthia Bailey, in a variety of roles such as Personal Executive Manager, Publicist and Booking Agent, Marcus Jackson is CEO of CALIBER enterprises and has been for nine (9) years (www.calibereliteconsulting.com, Twitter: @calibere, Instagram: @calibere, Facebook: CALIBER enterprises). Marcus works and has worked with many celebrity noted National Entertainer and Personality clients including Fred Schneider of the B'52's, Vernon Davis, NFL Player, Entrepreneur, and Recording Artist, Actor, Restaurateur and Entrepreneur Chris "Ludacris" Bridges. CALIBER enterprises is an Atlanta based but internationally connected boutique PR-entertainment firm representing renowned entertainers. Our firm also works with a plethora of local and international businesses. Marcus has over nineteen (19) years of experience in the hospitality, fashion, media and entertainment industries including over thirteen (13) plus years specific experience in brand development and management, event planning, marketing and public relations.

Marcus's experience with planning and executing large-scale events includes: serving on the silent auction committee of A Tony Evening, serving as co-chair of Easter Seals Fashion Uncorked, serving as Fashion Director for Fashion's Night Out: A Night To Remember, the chairperson for the MNA Tour of Homes and co-chairing IIDA Georgia's Dressed fashion show to name a small few. In addition, Marcus's active engagement in his local community is displayed through his prior work with MODA (as a Board Member), the Alliance Theatre, Art Partners at the High Museum, the Georgia Restaurant Association, the Family Communications Group, Midtown Neighborhood Association (as a Board Member), Atlanta Convention and Visitors Bureau, Metro Atlanta Chamber, IIDA Georgia, the Atlanta Food Bank, Atlanta Chamber of Commerce, the Atlanta Cancer Society, AID Atlanta, Out & Equal, and ARCA to name just a few. He has secured significant business, political, entertainment and social relationships over the years. And consistently reaches out to new proprietors, corporations, profit and non-profit organizations securing new partnerships while simultaneously offering varied expertise for the execution of reciprocal organizational vision and goals.

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A Few Referrals

(Further referrals may be viewed at www.calibereliteconsulting.com and additional referrals can be requested):

"Very successful event!"

Seth @ DREWLEWIS men's boutique
DREW LEWIS owner

"On behalf of Jose and myself, thank you for a lovely and exciting evening at the Beauties and Beasts event. You made the evening a stellar experience in every way, and everyone had a great time. Marcus, your high design sense was evident throughout the event; in decor that completely lent itself to the metamorphosis of Globe; to the floral accents which were provocative while elegant; the excellent music which is always so important to set the mood and carry the groove; the sexy styles you showed us to whet our appetite for exploring the fashionista in all of us; and of course, the par excellence good company. Congratulations on another wonderfully successful event to you and team CALIBER enterprises.

Anne Kirn Rollings
Designer

"Marcus & Team CALIBER, Thank you sooooo! much. The event looks Fabulous! :) Thanks for keeping us in check. You definitely have a flare for making things happen last minute."

Aron with Universal Gear
General Manager

"Dear Mr. Jackson, I wanted to let you know how much we appreciated your help with the Atlanta Community Food Bank Benefit. The night was a huge success. We met our most optimistic goals, a real accomplishment in this economic environment. Each of us has our own particular challenges, but you were able to see a need that others have, and help to meet it. CALIBER enterprises contribution will feed some of Georgia's neediest citizens."

Mark Mason Karelson
Mason Murer Gallery Owner

"Marcus,
Great job with the event (Midtown 2010 Tour of Homes), thanks.

Jason Winburn
Daniel Corporation

"Marcus,
Thank you for everything that you and your team did to make the "Club Blue" Launch Party such a success. Your time and impeccable attention to detail created the perfect ambience and environment to launch "Club Blue" to our clients.

I can't thank you enough for all that you did. I look forward to working with you on future collaborations.

Thank you,
David"

"Yes thank you. We look forward to doing more with you in the future. Great job. John"

David Mauer & John Stupka w/Blue Med Spa

Marcus:

As President of the IIDA Georgia Chapter and on behalf of the entire membership, I am writing this letter to extend our sincere appreciation for your dedication, leadership and participation in the IIDA Georgia Chapter 2011 Dressed in the Garden of Eden event held on Thursday, May, 12th, 2011 at the Atlanta Botanical Gardens. Your leadership and guidance with regard to the event branding, graphics, media promotion, attention to detail and overall execution was commendable and the results earned much deserved acclaim from the entire interior design community. In addition to our appreciation for CALIBER enterprises successful contributions and participation in last year's first annual smaller-scaled version, this year's event was escalated to an entirely new level under your leadership and for this we owe you a debt of gratitude. This year's event has set an entirely new standard in quality of presentation and execution that we are hopeful will assure interest and participation as well as secure even greater sponsorships for next year and ongoing future editions of this relatively new annual signature chapter event. For these contributions, we extend our sincere gratitude and thanks to you.

Best regards,

John W. Gaul, President
Former IIDA Georgia Chapter

"We want to share our experience with Marcus Jackson of CALIBER enterprises. We met Marcus over 3 years while he was managing the Midtown Tour of Homes. We shared with Marcus our dream of opening up an art gallery/studios in midtown Atlanta. In anticipation of the art gallery Marcus offered us his services for Public Relations. Marcus said he could help us with the opening and to make a name for our gallery. For 3 years we looked and made 3 offers on different location. And for 3 years Marcus was patient with us in adapting his proposal until we finally closed on our current location and set an opening date.

Neither my husband nor I are from Atlanta. My husband has lived here for 35 years and as for myself only 10 years. The gallery and the art scene was a new venue for us. Marcus helped us with the invite list and the press releases for our opening event. If, you are seeking to make your event a "Happening" Marcus and CALIBER enterprises are the right people for you. We had over 200 people on our opening day! Some of the invites included very important people in both the government and private sector. We were also featured in the Atlantan Magazine, CBS Better Morning Atlanta. Marcus not only got us the people; he helped us get started with getting our name to the public, press and creating the buzz. We recommend CALIBER enterprises for any of your PR needs and Event Services. Please feel free to call us to discuss further at 404-324-8188.

Kindest Regards"

Adriana D'La Rotta
Studio 905 on Juniper Gallery Owner