

PROFESSIONAL *Socialites*

P.O. Box 37474 • Houston, TX 77237 • P: 713.581.0486 • F: 713.583.1386
info@ProfessionalSocialites.com • www.ProfessionalSocialites.com

Houston's New Event Planning and Public Relations Firm Puts a "Spin" on Tradition

FOR IMMEDIATE RELEASE

Houston, TX– Professional Socialites, a new Houston company specializing in event planning and public relations, was founded in April 2009 by Crystal Milton and Megan Ford, the Creative Director and Public Relations Director, respectively. They saw a void in the event planning industry for fresh, chic consultants, and stepped in to fill that role. This boutique firm handles coordination for mid-to-high-end weddings, social events, and corporate special events. The company also touts itself as the “go-to” resource for finding up-and-coming venues and hot parties in the Houston area.

“Houston’s social calendar is constantly overflowing with parties and events. We attract clientele that reflect our company and its image: young, hip professionals who want their event to be an exciting twist on the normal. Even when clients opt for “traditional”, we help figure out special ways to make the event unique to them and their personal style,” said Milton.

In addition event planning, Professional Socialites handles public relations for small business vendors within the special events industry – a previously untapped PR specialization in the Houston area. While publicity for events and companies is not a novel idea, the concept of “wedding PR” is relatively new. Professional Socialites sees the potential for widespread local and national exposure for the vendors in the Houston market.

“There are several great small business vendors within Houston’s event industry who do not get any exposure outside of bridal shows. While the shows are a great opportunity to showcase a company, they aren’t the only way to get the name out,” said Ford. “Many wedding and event shows are dominating television airwaves, making people increasingly aware of the capabilities – and the need – for highly skilled vendors. Through branding strategies, content creation, social media and targeted media placement, we increase visibility – thereby increasing revenue – for our small business clients, who traditionally have not had access to these outlets for exposure.”

Free-flowing libations, flashing paparazzi, a live deejay, and a bevy of desserts and hours d’oeuvres – from 20 of the city’s best vendors – greeted and entertained the nearly 200 guests in attendance at Professional Socialites’ launch party. The late summer event, held at the [Darryl & Co.](#) showroom, has set the tone for the company’s all-but-subtle entrance to the industry.

With a strong assembly of vendor relationships and confidence in their inimitable abilities, Professional Socialites is primed to make its distinctive, untraditional mark on a highly traditional industry.

For more information on Professional Socialites, visit www.professionalsocialites.com.

Contact:

Megan Ford
Professional Socialites, LLC
Megan@ProfessionalSocialites.com
Office: (713)581-0486 | Fax: (713)583-1386