The Plan. Mission:

The Plan. Believes in serving clients honestly & fairly. Keeping in tune with the needs of the market, utilizing the latest technology and trends while ensuring the client receives the unique, individual attention they deserve. We strive to be at the forefront of event education and planning.

Kierstyn Franklin

Co-Founder

Kierstyn Franklin is an innovative marketing strategist, and a skilled event promotion and production guru. Her expertise have helped increase lead conversion by 150% for her clients and employers. Kierstyn has helped thousands of business owners implement new products, and practice using her expertise in email campaigns, digital consulting, click-by-click tracking, and implementing of educational tools. Kierstyn has helped small business generate brand awareness, and increase revenue by traveling across the nation to present at events.

Kierstyn believes it’s the details both big, and small that define us. She incorporates this belief into a wedding that needs to portray a love story, or a corporate event that needs to convert clients to their purpose, or when she is teaching a client to move past their boundaries to achieve their goals! Kierstyn’s favorite, and what she says is her most important role, is her role as a mother and wife. She is the proud mother to two boys Luke and Grey, and happily married to the love of her life, Tyler J. Franklin.

Tiffany Denny   
Co-Founder

Tiffany Denny is a corporate event planner and currently holds her CMP and CPM-HC designations. She has been in the event industry for over 17 years and has helped multiple companies plan and execute their events. It is one of her greatest passions. Tiffany consults with business owners to help them find the best venues, vendors, and resources to put together the most successful events possible. Tiffany believes that every company should be holding events in some form or another to increase revenue and build relationships with their clients and customers. She believes it is one of the main foundations in a successful business. Tiffany also has an extensive marketing background, both in social media and email marketing and feels that this is an added bonus to those with whom she works with. She is also able to help her clients with budgets, and negotiating contracts. Tiffany is the creator of the CMP test prep course designed to help her peers in the industry to prepare for the rigorous test, so they too can hold the CMP designation. Her biggest accomplishment is being the mother of Colton, Carson, Noah, Jake, Libbey and Lindsay, mom-in-law to Bree and Lindsay and Nana to Cameron, Shyanne, Claira, Ellie, Myles, and Sam and wife to her amazing husband Tim and last but not least fur mom to Roscoe.