Customer Personas for Olson Events

# Texas Market

## Dallas - Weddings

\*\*Name\*\*: Emily Thompson   
\*\*Age\*\*: 28   
\*\*Occupation\*\*: Marketing Manager   
\*\*Income\*\*: $85,000   
\*\*Location\*\*: Uptown, Dallas   
\*\*Event Needs\*\*: Emily is looking for a classic and elegant wedding at a historical venue with modern amenities. She values attention to detail, seamless coordination, and a personalized experience that reflects her style.   
\*\*Pain Points\*\*: Emily is concerned about the logistics of managing multiple vendors and ensuring that her wedding day runs smoothly without any stress.   
\*\*Preferred Communication\*\*: Email and in-person meetings.

## Austin - Corporate Events

\*\*Name\*\*: Robert Hayes   
\*\*Age\*\*: 45   
\*\*Occupation\*\*: CEO of a Tech Startup   
\*\*Income\*\*: $250,000   
\*\*Location\*\*: Downtown Austin   
\*\*Event Needs\*\*: Robert needs a high-impact, tech-savvy corporate event that can impress investors and stakeholders. He prioritizes innovation, cutting-edge technology, and a venue that reflects Austin’s modern and entrepreneurial spirit.   
\*\*Pain Points\*\*: Robert is concerned about finding a venue that can accommodate advanced AV needs and a dynamic schedule while maintaining a professional and polished atmosphere.   
\*\*Preferred Communication\*\*: Email and virtual meetings.

## Houston - Trade Shows

\*\*Name\*\*: Karen Lopez   
\*\*Age\*\*: 38   
\*\*Occupation\*\*: Director of Marketing at an Energy Company   
\*\*Income\*\*: $120,000   
\*\*Location\*\*: The Woodlands, Houston   
\*\*Event Needs\*\*: Karen is organizing a large-scale trade show focused on the energy sector. She needs extensive vendor coordination, logistics management, and a venue with ample space for exhibitors and attendees.   
\*\*Pain Points\*\*: Karen is worried about managing the complexities of a large-scale event, including coordinating with multiple exhibitors and ensuring that the event stays on schedule.   
\*\*Preferred Communication\*\*: Phone calls and email.

## San Antonio - Social Gatherings

\*\*Name\*\*: Carlos Ramirez   
\*\*Age\*\*: 33   
\*\*Occupation\*\*: Event Planner for a Non-Profit   
\*\*Income\*\*: $65,000   
\*\*Location\*\*: Alamo Heights, San Antonio   
\*\*Event Needs\*\*: Carlos is planning a large fundraising gala for a local non-profit. He is looking for a unique venue that offers both indoor and outdoor spaces, catering options, and a sophisticated yet inviting atmosphere.   
\*\*Pain Points\*\*: Carlos is concerned about staying within budget while still providing a memorable experience for donors and guests.   
\*\*Preferred Communication\*\*: Email and in-person meetings.

# California Market

## Los Angeles - Weddings

\*\*Name\*\*: Jessica Lee   
\*\*Age\*\*: 32   
\*\*Occupation\*\*: Film Producer   
\*\*Income\*\*: $180,000   
\*\*Location\*\*: Beverly Hills, Los Angeles   
\*\*Event Needs\*\*: Jessica wants a glamorous Hollywood-style wedding with top-tier vendors, a luxurious venue, and a red-carpet experience. She values exclusivity, high-end design, and a well-orchestrated event that wows her guests.   
\*\*Pain Points\*\*: Jessica is concerned about finding vendors who can deliver the level of luxury and detail she expects, as well as managing a large guest list.   
\*\*Preferred Communication\*\*: Phone calls and text messages.

## San Francisco - Corporate Events

\*\*Name\*\*: Michael Chen   
\*\*Age\*\*: 42   
\*\*Occupation\*\*: CFO at a Tech Company   
\*\*Income\*\*: $300,000   
\*\*Location\*\*: Silicon Valley, San Francisco   
\*\*Event Needs\*\*: Michael needs a corporate event that combines business and pleasure, reflecting the innovative and forward-thinking culture of Silicon Valley. He is looking for a venue that offers cutting-edge technology, a modern design, and a relaxed yet professional atmosphere.   
\*\*Pain Points\*\*: Michael is worried about finding a venue that aligns with the company’s brand and can accommodate both formal presentations and casual networking opportunities.   
\*\*Preferred Communication\*\*: Email and virtual meetings.

## San Diego - Trade Shows

\*\*Name\*\*: Laura Martinez   
\*\*Age\*\*: 37   
\*\*Occupation\*\*: Event Manager at a Biotech Firm   
\*\*Income\*\*: $110,000   
\*\*Location\*\*: La Jolla, San Diego   
\*\*Event Needs\*\*: Laura is organizing a biotech trade show that requires extensive vendor coordination, high-tech displays, and a venue with flexible space options. She needs a partner who can manage logistics and ensure a seamless experience for exhibitors and attendees.   
\*\*Pain Points\*\*: Laura is concerned about coordinating multiple vendors and ensuring that the event meets the high standards of the biotech industry.   
\*\*Preferred Communication\*\*: Phone calls and email.

## North Lake Tahoe - Social Gatherings

\*\*Name\*\*: Daniel Walker   
\*\*Age\*\*: 48   
\*\*Occupation\*\*: Real Estate Developer   
\*\*Income\*\*: $500,000   
\*\*Location\*\*: Truckee, North Lake Tahoe   
\*\*Event Needs\*\*: Daniel is planning an exclusive social gathering for high-net-worth individuals. He needs a venue that offers stunning natural scenery, luxury amenities, and privacy. The event should be elegant and understated, with a focus on networking and relaxation.   
\*\*Pain Points\*\*: Daniel is concerned about finding a venue that meets his high standards and offers the level of exclusivity and privacy his guests expect.   
\*\*Preferred Communication\*\*: In-person meetings and phone calls.