

Chicago innovators

Eved

Technology Helps Event Company Break Barriers

You wonder how an event company landed at number 10 on the Inc. 500 Fastest Growing Companies in Illinois, Wisconsin and Indiana in just its fourth year in business? Eved blasted onto the Chicago scene just four and a half years ago and has swept the Chicago area and the event industry with an innovative, never-seen-before approach. On its very first day of business, CEO Talia Mashiach knew the most obvious thing missing in her competition was use of technology. She and her team began creating a software portal designed to add efficiency to the business of event planning and execution. "We created proprietary software to take the repetitive administrative tasks out of the process," she says.

"Our services involve a lot of back-and-forth between clients and multiple vendors. There can be hundreds of details to work out and each detail can change numerous times during the process," Mashiach continues. "This software allows us to work more quickly, more efficiently and create a better experience for our clients."

For instance, vendors are encouraged to load virtual inventories onto the firm's software portal, allowing staff to quickly determine availability and pricing and avoid having to call each vendor individually. Also, according to Mashiach, changes are quick and easy.

"A simple notation in our system and, not only is all the paperwork instantly updated, all the parties involved are automatically notified of the change," she says.

From Singular Services to Expansive Events

The time and resources saved through Eved's use of technology also allow it to offer a wider range of services. Mashiach says the firm is a "one-stop shop" for all event needs regardless of size. "We can do everything from arranging for a single sedan transfer or centerpiece to a drug launch with ground transportation, entertainment and fabulous décor in a unique venue, to a conference for 20,000 attendees," she says. "Our business model is different in that we want to be a complete extension of our clients. They have one resource that understands their needs and can bring a much better value than going to multiple vendors."

"Not many companies offer the range of services that we do," says Mardi Lieberman, Director of Operations. "Our clients are busy and they want one source they can call all year round for everything they need."

Beyond its unbeatable quality service, "Eved is very proud to be selected as the in-house event and destination management company for over 30 hotels in the Chicago area" says Mashiach. "There have been other companies around for over 20 years but Eved continues to surprise us with its consistent quality and innovative approach," says Ed Chen, Director of Catering at The Hilton Chicago.



"Eved has always been about our people" says Heather Bailey, Regional Director of Operations. "From day one, we created a culture of innovation, where everyone is encouraged to bring ideas to make us better." Eved has been recognized for this achievement with its most recent honor, The Right Workplace Award by the Chicagoland Chamber of Commerce.

In addition to event services throughout the Midwest, Eved also provides services throughout the country. Its current team of 25 operations employees in nine offices, with an additional team of 12 developing new technology, is an enormous leap from its 2004 start with just three.

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