

# BUSINESS beat

## Kimberly Manooshian- Events by Kimberly

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When I sat down with Kimberly Manooshian, owner and founder of Events by Kimberly over a cup of coffee, one thing became crystal clear. She is hard working, driven, and an incredibly organized woman.

Kimberly lives in Southside Village with her husband and two sons, Zackary, five years old and Jett, three years old. Her company, Events by Kimberly, offers a unique perspective to the event planning industry. Her approach to planning and successfully holding an event has a threefold mission. The event should be fun and enjoyable for the attendees, the host of the will be able to track the success of the party, and each event will highlight a not for profit organization.



Before we dive into the three aspects of holding an event by Events by Kimberly, it is important to know how Kimberly started in this industry. She is from Richmond, Virginia where, after finishing a Bachelors degree in economics and psychology and earning her Masters degree Gerontology, she started her career as a nursing home administrator in Virginia. She started holding events for the nursing home at that time. She later moved into the medical supply sales industry and was regularly entertaining doctors and hospital administrators. After moving to Sarasota in 2003 she co-opened a medical company in Lakewood Ranch and again found herself hosting many social events for her company.



Events by Kimberly started a little over a year ago as Kimberly realized that she loved the event side of her previous careers. She knew she had something unique to offer and her new company was born. Kimberly focuses on making every occasion an enjoyable experience, while carefully coaching the host to help achieve their desired outcome. However, Kimberly's specialty is tracking the success of the event, which can help generate new clients or customers. This is an important

element as it gives local charities and nonprofits a platform for showcasing their organization while opening the door to network and meet more people.

There is a lot of planning and preparation and all parties involved need proper guidance and coaching. Events by Kimberly helps to make sure all participants are ready and understand how to make each event a success.

Events by Kimberly

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