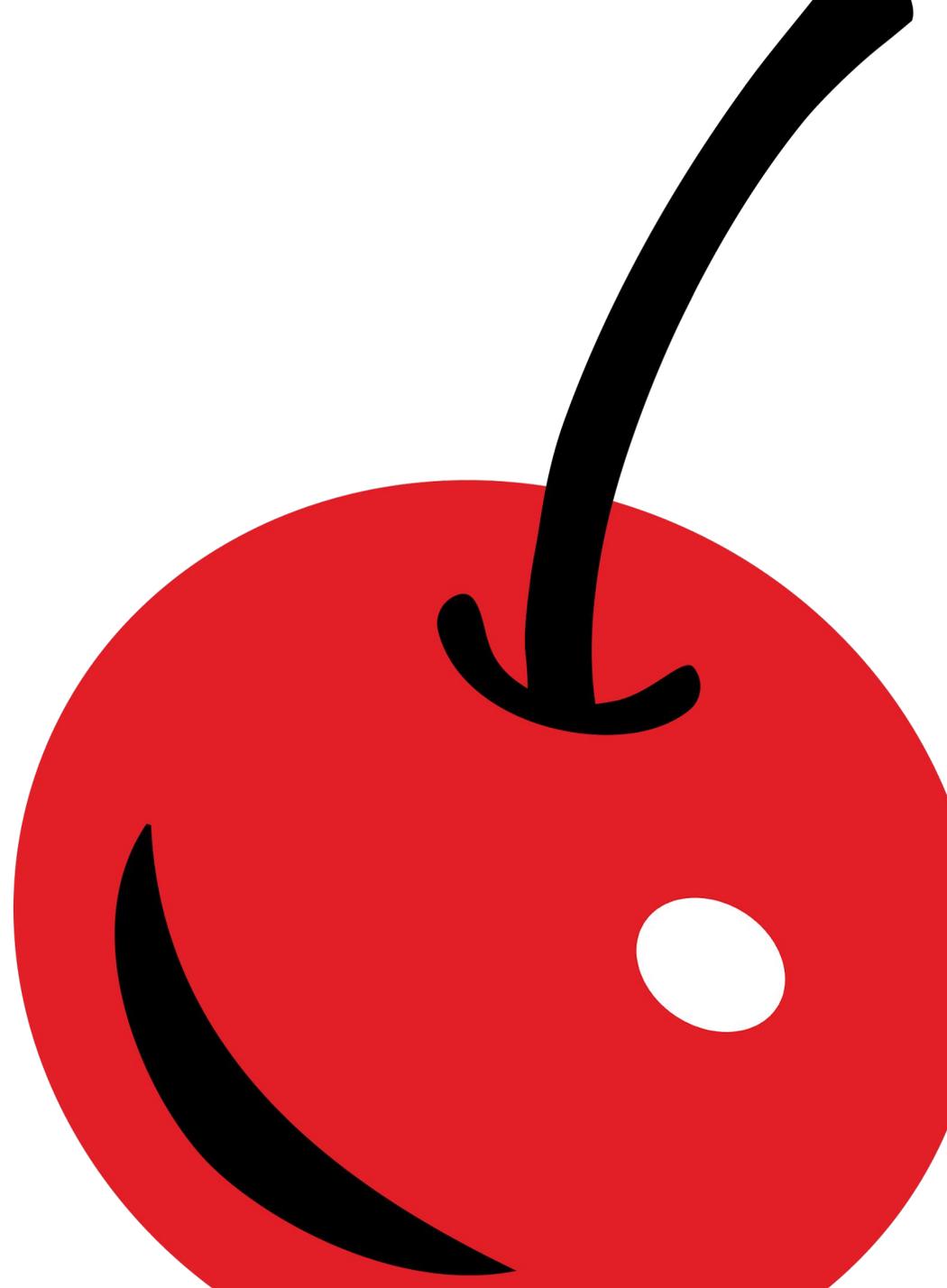




Event Production & Branding Internship

Anna Kuell

Summer 2025





AGENDA

1

About Me

2

My Role: Events

3

My Role: Branding

4

Takeaways

5

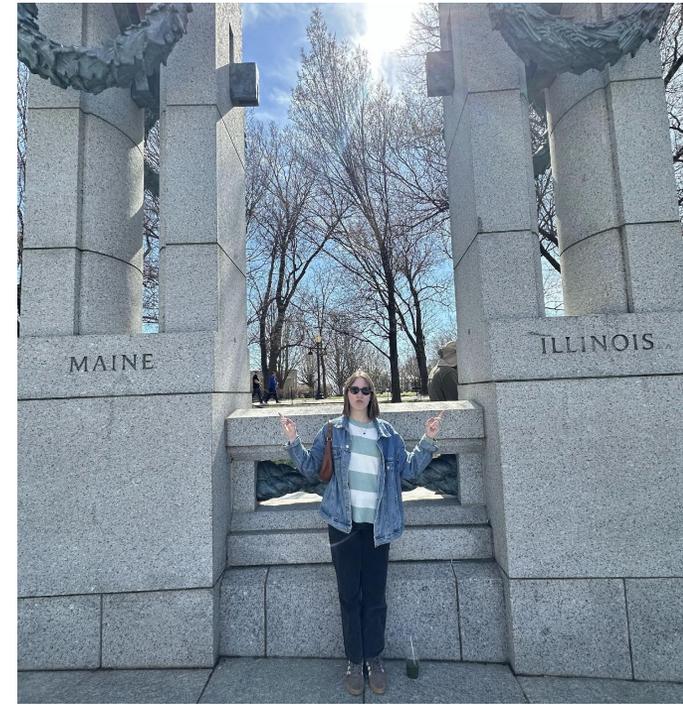
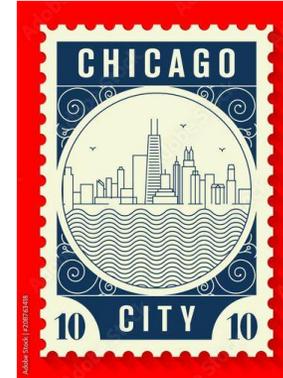
Appreciation and Q&A

About me!

- **Rising senior at DePaul University (graduating 2026)**
- **Dual enrolled in graduate school (graduating 2027)**
- **Majoring in PRAD, minoring in event planning**
- **Grew up in Portland, ME**
- **Lived in Chicago for 3-yearst+**



I studied abroad in Rome in the fall!



In between the ME & IL monuments at the reflecting pool in DC



Events

Supported tastylive's national live event series, working across operations, branding, and attendee experience.

My Role | Events

Coordinating & Vendor Communication

- Generate & update ROS, logistics sheet, and Post Event Recap spread sheets
- Update Eventbrite listings to ensure better SEO, discoverability, & clarity
- Research and select, appropriate vendors (F+B, A/V rental, etc.)
- Answer client emails regarding event questions
- **60 days prior:** Web requests for each event to go live when tickets go up
- **24hr prior:** Web request for last call alert



On-Site Support

- Check-in attendees using *Eventbrite for Organizers*, direct them to seating when needed
- Set up venue: place merchandise on attendee's chairs
- Aid sound check for talent/speakers
- Communicate with venue staff & vendors to make sure everything is set
- Take photos
- Interact with clients & answer questions
- Day of issue resolution



Post Event Metrics

- Upload photos to Iconik
- Provide headcount & other data to appropriate stakeholders
- Web request to take down event

iconik



My Role: *Continued*



Run of Show

- Date, time, location info
- Minute by minute schedule & instructions for day of show
- Contact info for all relevant parties
- Merch list with shipping info



Logistics Sheets

- All employees' flight information & hotel confirmations
- Hotel, venue, airport, and dinner addresses, distances, and details
- Per diem rates
- Gear packing list
- Tracking #'s for merch



Event Recap

- Event info
- # of orders, tickets, and attendance
- Attendance rate
- Attendee demographic info
- Traffic conversion reports
- Pre-event email metrics
- One month post event tastytrade accounts opened/funded by attendees

Shows:

D.C. -- Whiteboard Tour



Thursday June 12th at Union Stage

- 98 attendees
- 370 tickets reserved
 - Goal: 300
- 31% attendance rate



Boston – Options Crash Course



Sunday July 13th at The Sinclair

- 101 attendees
- 363 tickets reserved
 - Goal: 400



Denver – At Work by 11

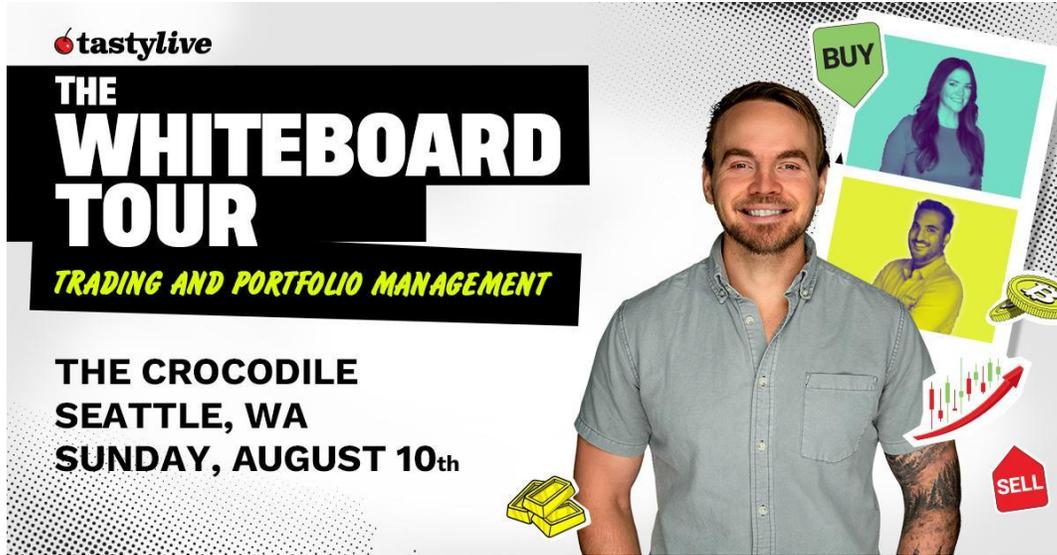


Friday July 25th at The Summit

- 218 attendees
- 556 tickets reserved
 - Goal: 500
- 49% attendance rate

Up Next:

Seattle -- Whiteboard Tour



The poster for 'THE WHITEBOARD TOUR' features the 'tastylive' logo at the top left. The main title 'THE WHITEBOARD TOUR' is in large, bold, white letters on a black background, with the subtitle 'TRADING AND PORTFOLIO MANAGEMENT' in yellow below it. A man in a light blue shirt is the central figure. To his right are two Polaroid photos: one of a woman with a green 'BUY' speech bubble and one of a man with a yellow 'SELL' speech bubble. A Bitcoin icon and a red arrow pointing up over a candlestick chart are also present. The event details at the bottom left are: 'THE CROCODILE SEATTLE, WA SUNDAY, AUGUST 10th'.

Sunday August 10th at The Crocodile

- 370 tickets reserved as of 8/4

Chicago – At Work by 11



The poster for 'AT WORK BY 11' has a bright yellow background. The title 'AT WORK BY 11' is in large, bold, black letters, with 'BY 11' in a larger font. Above the title are the names 'Tom Sosnoff and Tony Battista'. Below the title is the text 'A FREE Live Trading Event'. The event details on the right are: 'Thalia Hall Chicago, IL Friday, August 15th'. The 'tastylive' logo is in the bottom right corner.

Friday August 15th at Thalia Hall

- 748 tickets reserved as of 8/4



Branding

Worked across brand touchpoints to ensure visual and verbal consistency for internal and external communications.

Projects

1

Survey: Insights + Organization

- Sort through results of a survey & categorize each response with a category, subcategory, and sentiment
 - *What are we doing well that we should do more of?*
 - *What would be the one thing that you would liketastytrade to add or do differently?*

2

NEW Email Signatures Instructions



FirstName LastName

Job Title
IG US Holdings, Inc.
YourEmail@tasty.com

- Generate instructions to implement new company email signatures
- Test process on Mac, PC

3

tastyfx Campain Curation

- Use Getty Images & Shutterstock to gather images to be used in an upcoming tastyfx campaign



4 Competitor Analysis

Feature	Public	Tastytrade
Community	Strong emphasis on social investing – users can follow friends, influencers, and see commentary on trades.	Emphasizes education over community; offers a robust ecosystem of live shows and expert insights but with less social interactivity.
Assets Available	Stocks, ETFs, crypto (via partner), alternatives (art, collectibles), treasuries.	Stocks, ETFs, options, futures, crypto (via partner). Much stronger on derivatives and active trading instruments.
Target Audience	New investors, Gen Z and millennials, socially conscious users.	More active traders and financially curious users who value strategy, market theory, and hands-on education.
Content & Education	In-app “Learn” tab, social commentary, and digestible content.	Industry-leading original content with daily live trading shows, strategy breakdowns, and thought leadership.
Monetization	Earns through interest on uninvested cash, securities lending, and optional tipping.	Earns through trading fees (options/futures), and referral of accounts from content to brokerage.
UX/Design	Modern, mobile-first interface with social elements front and center.	More functional/trader-focused UI, less social – but deeply integrated with educational content.



Initial Public Competitor Analysis

July 2025

 **tastytrade**

vs

 **public.com**

While Public aims to attract serious investors through its branding, its platform experience is better suited to beginners. Tastytrade, by contrast, offers both the depth and education expected by experienced traders, making it well-positioned as a next step for users outgrowing Public’s ecosystem.

Take Aways

What I Accomplished

- Supported 5+ national events
- Helped manage 2,000+ ticket reservations
- Updated 10 Eventbrite listings for better discoverability
- Created logistics sheets and run-of-show documents
- Improved attendee experience through pre- and post-event support
- Conducted a competitor brand analysis
Created and tested email Signature

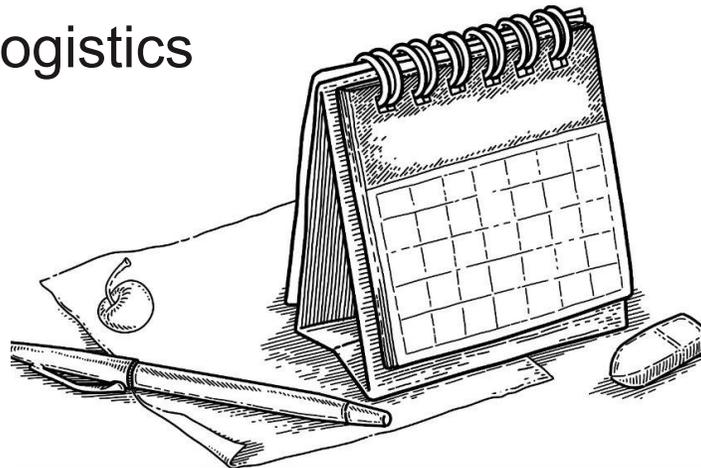




What I Learned:

Soft Skills

- Confidence handling real-time problem solving at events
- Value of over-communicating
- Metrics don't tell the full story
- Project/time management
- Balancing creative vision with logistics
- How to ask the right questions

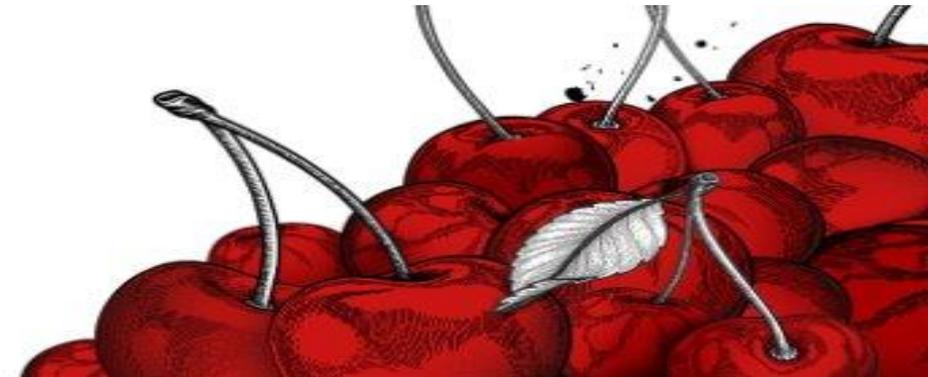


Technical Skills

- Eventbrite optimization
- Email signature testing & deployment
- Run-of-show documentation

Thank you to everyone!

Especially Brittany, Bobby, Annie, Casey and the other interns!





THANK YOU!

Questions? Comments?

Stay in touch!

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LinkedIn Profile



My website & Portfolio

