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Tenner and Associates, Inc.
The Art of ‘BAM’—Branding and Marketing with Impact!

It's the combination of *contacts*, *creativity* and *chutzpah* that has given Lisa Tenner and her firm Tenner and Associates, Inc. an unparalleled reputation for driving brand awareness, media exposure and consumer involvement for her respected lists of clients. Tenner and Associates specializes in BAM!-- “Branding and Marketing—with Impact!” That translates into “BUZZ” and “BUSINESS” generated through signature events, entertainment and hands-on consumer interactive sponsorship programs designed to sell or build affinity.

Tenner and Associates has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for its clients, which include the some of Las Vegas's premiere resort and casinos, among them Hard Rock Hotel and Casino and Paris Hotel and Casino; Jeep, VH1; The PartyPoker Million; Elle Magazine; Card Player Cruises and ISI Limited.

Tenner may be the busiest woman in Las Vegas with all of the projects she juggles simultaneously--from consulting for top Las Vegas casino resorts, to creating and producing television programming, to securing media partners for client projects, to finding sponsors for client events, or developing and securing the financing for films. Tenacious and vivacious, Tenner seems to know everyone in Las Vegas, the music, the entertainment and the poker world—or she knows how to get to them.

Tenner was been a stockbroker, a business manager for radio stations and music personalities, an entrepreneur, and a conference founder and producer, before embarking on her career in branding, marketing and event creation. She has been honored with the Nevada Governor's Award for Tourism for an event that she created and produced in Las Vegas for several years, the summit conference called Emerging Artists & Technology in Music (EAT'M) that brought music talent and professionals together for dialogue, a series of showcases and a festival.

At the conclusion of Tenner's last EAT'M conference in 2002, she realized that the skills she had acquired in producing that event were marketable and opened Tenner and Associates. Since then, business has been non-stop, driven by her successes for clients and the wide visibility of the events she creates.

Services that Tenner and Associates perform include:

- Offering innovative and creative marketing solutions for a wide range of objectives
- Designing signature events that create media “buzz”
- Working with ad agencies and publicists to create media awareness
- Creating and producing sponsorship opportunities
- Evaluating client entertainment elements for hotel, resort and casino properties
- Partnering clients with Tenner’s resources and contact base
- Creating, negotiating, producing and writing television shows
- Securing media partners with both trade and consumer outlets for special events
- Creating and executing live events
- Providing clients with options for marketing strategies that incorporate their mission and brand message
- Booking talent for events, appearances, endorsements and other activities
- Developing and implementing strategic New Media campaigns for events and other promotions
- Planning and implementing highly effective media relations programs
- Producing concerts

“Creativity is at the heart of what we do,” says Tenner. “Branding and marketing must come alive to the marketplace and at Tenner and Associates, we find unique ways to make that happen. Through innovative promotions, media and live events, we engage the consumer.”

For more information on Tenner and Associates, go to www.tennerandassoc.com or call (702) 792 9430.

About Tenner and Associates, Inc.

Tenner and Associates specializes in BAM! -- “Branding and Marketing—with Impact!” The company creates “BUZZ” and “BUSINESS” through signature events, entertainment and hands-on consumer interactive sponsorship programs designed to sell or build affinity. Tenner and Associates has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for her clients, which include some of the leading Las Vegas Strip casinos, Hard Rock Hotel and Casino, Paris Hotel and Casino, Jeep, VH1, The PartyPoker Million, Elle Magazine and Card Player Cruises. For more information on Tenner and Associates, go to www.tennerandassoc.com or call (702) 792 9430.