

Education **events**

worth coming together for

WHO WE ARE & WHY WE SUPPORT EDUCATION ORGANIZATIONS

Your event should give people something they can use and a community they want to return to. We bring education experience, event execution and travel support together to make that possible, even when your internal team is stretched.

We know education

Former teachers and education-industry leaders who understand what makes time away from school worthwhile.

We carry the work

Event coordination, project management and marketing support tailored to your goals.

We think beyond the venue

Hotel relationships, room blocks and travel needs planned alongside the event experience.

15+

years in education events

Our team brings classroom and education-industry experience to marketing, event coordination, sponsorships and learning design. Together we understand the school calendars, district priorities, limited resources, and professional learning needs that drive attendance and shape engagement.

Our team offers:

- Event strategy and coordination shaped around your goals and attendee experience.
- Vendor and sponsor relationships to help maximize your budget.
- K-12 market strategy and marketing support, including cross-promotion kits to help reach and engage your community.
- Professional learning design and agenda development grounded in what schools and educators need.
- Expertise in instruction and support for multilingual learners.
- Website design and ticket registration to support promotion and participation.
- Travel support, hotel relationships and room blocks for speakers, staff and attendees.

Destinations & Detours and several team members are based in North Carolina, with additional expertise from team members across the country.

Built with your goals in mind

Your leaders and subject matter experts guide the educational purpose. We help carry the work of bringing it to life.

FROM YOUR GOALS TO A SHARED EXPERIENCE

A team around your event

Working with us gives you access to the expertise and resources of Destinations & Detours and Superstorm Events. We tailor our support to your organization's needs, serving as an extension of your team with certified event professionals, project management support and travel expertise.

Plan and deliver

Venues, vendors, registration, timelines and attendee experience.

Support the trip

Hotel relationships, room blocks and speaker, staff and attendee travel.

Use the budget well

Review venue and vendor terms and identify practical ways to manage costs.

How can your event be funded?

Attendee tickets and sponsorships can help fund your event. We work with you to build a funding strategy around your goals, audience and budget, with someone dedicated to sponsorship and vendor relationships. We also look for opportunities to include local artisans in the event experience.

What does marketing support look like?

Support can include:

- Event website design
- Ticket registration
- Sponsorship outreach
- Cross-promotion marketing kits for your teams to share through their own channels, including newsletter blurbs for schools or districts, social posts and a one-page invite.

What we build

Our companies are growing, backed by decades of combined experience in education, events, marketing and travel. After Hurricane Helene in Western North Carolina, seeing neighbors show up for one another reinforced our belief in communities people can rely on. We want education gatherings to feel intentional, with relevant agendas, practical support and clear value for participants. We also want to build a sense of belonging and relationships that continue after the event, especially when schools and organizations are working with less.

Let's talk about what your educator community needs

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