

The Face: Natalie Kennedy

The Biz: Kennedy Creative

The Scoop: With 13 years' experience producing fundraising galas, team-building sessions, product launches and other special events under her belt, Kennedy founded Austin, Texas-based Kennedy Creative in 2003. Since its inception, the DMC has blossomed into a multimillion dollar business.

The Buzz: Kennedy has produced high-profile events for Microsoft and the W Hotel Austin; she is also the planner of choice for Four Seasons Hotel Austin, Barton Creek Resort and Spa, Hyatt Regency Lost Pines Resort and Spa, and Horseshoe Bay Resort Marriott. After launching the "Weddings by Kennedy" division this year, Kennedy was chosen to produce the 2008 Annual Market Party for "The Knot" magazine.

The Quote: "As an event designer living in Austin, my daily challenge is to deliver fresh ideas and exciting concepts that keep Austin climbing the charts as one of



the country's top destinations.

Creating that perfect party atmosphere or a statement-making theme is just as thrilling for my team to develop as it is for each of our clients to enjoy."—Natalie Kennedy

The 411:

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