

*Allison's*  
E·V·E·N·T·S  
by Michelle



*We are  
Here to Help!*

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**Austin-based Event Planning Company Allison's Events Reinvented by Industry Veteran**

**Michelle Bromley** has been a part of the local events industry for fourteen years helping to build many different businesses within the industry such as venues, catering companies and even a charter cruise ship. She has always felt like her talents were better utilized overseeing the execution of the entire event for the end client, especially weddings, and now she has the opportunity to do just that as the new owner of local heavy hitter **Allison's Events**.

Previous owner of Allison's Events and Hoffmann & Company Catering, Nancy Allison says she is "thrilled that Michelle is taking the reigns. She is an eager and skilled friend and colleague who I am confident will succeed in any endeavor that she undertakes. I wish her all the best!"

Michelle has been a member of the Austin Chapter of the International Special Events Society since 2004 and she has served on that chapter's board of directors since 2005. She has been on the planning committee for that chapter's annual fundraiser known as "CulinART: A Fantasy of the Healing Arts" since its inception, and she actually Co-chaired this award winning event for the last two years. She has also planned or helped to coordinate annual Award Galas and many monthly educational meetings for ISES Austin. She was awarded with the Austin Chapter's Spirit of ISES award in both 2006 and 2009, and won scholarships to this organization's annual educational conference known as Event World in the same years.

In addition to being a full-time Event Planner, Michelle is an instructor of Wedding and Event Planning Certification through Lovegeivity Wedding Planning Institute at Austin Community College. Her students include not only those who might want to be wedding planners, but also venue owners, catering managers and anyone else who feels the need to understand the entire process of planning a wedding or special event.

To learn more about the history of **Allison's Events** and to get package information, visit [www.allisonsevents.com](http://www.allisonsevents.com)

To schedule a consultation or learn more about the wedding planning certification class at ACC, contact **Michelle Bromley** at (512) 267-4544 or [michelle@allisonsevents.com](mailto:michelle@allisonsevents.com)