

# Invest Ottawa DMS Future Proof

## Success Story: Eventfluent

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### The Story

Eventfluent is a virtual event planning firm delivering digital support and organizational services for online conferences and engagements across Canada. Founders Mireille Faucon and Nichol Turner launched the business in October 2020 after deciding to capitalize on the massive success of digital events. The pair have both been in the event planning industry for more than two decades, and up until recently, each ran her own separate business. After the onset of the COVID-19 pandemic, they saw how efficient the virtual format can be for large-scale events and decided to join forces to create a new, national venture together.



### The Obstacle

Nichol and Mireille needed to build Eventfluent's identity from the ground up. When the business first launched, they had several leads and some event contracts already in place through referrals from their professional networks, but they knew they needed to create a strong digital presence for Eventfluent to stand out from its competition. To help build their online platforms and brand identity, Nichol and Mireille engaged the Digital Main Street Transformation Team for help.

### The Solution

Within two weeks, Nichol and Mireille's vision for Eventfluent came to life. First, they connected with a business advisor who challenged them to define their vision, mandate and target markets. With clear goals in mind, the Transformation Team then worked to implement their brand identity through a set of cohesive graphics including logos and other visual aids to house informational content. The team then created a professional, user-friendly website that showcased their service offerings while keeping to the overall Eventfluent brand. As a result, Nichol and Mireille now have a strong digital strategy to make Eventfluent a competitive name in the booming virtual event planning industry.

# The Update and the Future

Nichol and Mireille look optimistically to the future knowing their potential as an online service is limitless. With new digital platforms in place, the pair have a newfound excitement for the business and have set their sights on gaining clients across Canada and the world.



## Testimonial

“The Digital Main Street team brought a sense of credibility, professionalism and clarity to our business that we could never accomplish ourselves,” Mireille and Nichol say of their experience with the Future Proof program. “Starting a business is incredibly challenging, but Invest Ottawa was critical in us building a name for Eventfluent.”

## Get Connected!



**EVENTFLUENT**  
VIRTUAL EVENT PLANNERS

**Nichol Turner & Mireille Faucon**  
Co-Founders, Eventfluent

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