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SPECIAL EDITION

Beyond the Ballroom:

How Destination Events Are Redefining Luxury Travel

The New Corporate Retreat:

Why Connection Has Become a Business Strategy

Behind the Perfect Event:

The Art and Science of Anticipating Everything

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TED TALKS
THAT WILL
INSPIRE YOU



KIMMYLEA KONSEL-TAYLOR:

THE ART OF MAKING THE IMPOSSIBLE LOOK EFFORTLESS



Photo: Katie Hammond Photography

ROCKSTAR PROFILE

KIMMYLEA KONSEL-TAYLOR: THE ART OF MAKING THE IMPOSSIBLE LOOK EFFORTLESS



By **Jed Morley**
CEO PlatPay - Payment Systems & Solutions

There is a moment at every successful event when everything appears effortless. Guests arrive without delay, speakers take the stage at precisely the right time, transportation moves seamlessly, and meals are served flawlessly. The atmosphere feels natural, polished, and entirely under control. What most people never see is the extraordinary amount of planning, coordination, contingency preparation, and relationship management required to create that experience.

For nearly two decades, LimeLight Expressions has built its reputation on making the complex appear simple. As the Omaha-based company approaches its 20th anniversary in January 2027, it continues to evolve while remaining committed to the philosophy that has defined its success since 2007: exceptional events are created through complete experience management.

That philosophy has fueled the company's growth from a respected event-planning firm into a globally operating full-service event-planning, design, production, destination management, and travel advisory company. Adding another dimension to its capabilities, LimeLight Expressions is now officially a Fora Certified Travel Advisor, en-

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abling the company to integrate professional travel advisory services directly into its event offerings while helping clients secure valuable travel advantages and preferred pricing.

For founder Kimmylea Konsel-Taylor, the certification represents a natural evolution rather than a departure from the company's core mission. “We’ve spent years coordinating complex travel logistics for clients all over the world,” she explains. “At a certain point, it became obvious that formalizing that expertise would allow us to provide even greater value. The goal has always been to remove obstacles so our clients can focus on what matters most.”



Photo: Image Society Inc

That mindset has allowed LimeLight Expressions to distinguish itself in an industry where many providers focus on individual components of an event. Rather than treating planning, design, production, travel, logistics, and execution as separate services, the company views them as interconnected pieces of a larger experience.

Whether coordinating a multinational corporate conference, a destination executive retreat, a multimillion-dollar wedding, or an intimate family celebration, the objective remains to create an environment where clients can fully immerse themselves in the moment while an experienced team manages every detail behind the scenes.

Where Stress Ends, and the Experience Begins

The most valuable service an event professional can provide often has nothing to do with décor, staging, or venue selection. It is peace of mind. For personal clients, event planning frequently begins with excitement but quickly transforms into pressure. Weddings, anniversaries, birthdays, engagement celebrations, and family gatherings represent some of the most significant moments in a person's life. Expectations are high, emotions run deep, and the

number of decisions can become overwhelming.

Many clients begin the process believing they know exactly what they want. Yet nearly 20 years of experience has taught Konsel-Taylor that the first vision is rarely the final destination. She shares, "People often come to us with a specific idea. Our responsibility is to understand the experience they're truly trying to create. Sometimes what they need is different from what they initially imagined. Experience allows you to recognize that distinction."

That insight allows LimeLight Expressions to guide clients toward solutions they may never have considered on their own. Through extensive industry relationships developed across nearly two decades, the company gains access to exceptional venues, trusted vendors, and unique experiences that most individuals would never discover independently. Beyond a successful event, the result is the freedom for clients to enjoy the experience without carrying the burden of coordinating it.

That same principle applies to corporate clients, although the consequences of poor planning are often far greater. Many organizations continue to assign major event responsibilities to employees whose primary roles have little connection to event management. While these

employees may possess valuable institutional knowledge, they are simultaneously expected to maintain their regular responsibilities while coordinating a highly complex undertaking.

The outcome is predictable. Planning gets delayed because event management is not their full-time responsibility. Moreover, budgets are frequently underestimated, critical logistical details are overlooked, and strategic objectives become diluted beneath operational demands. Internal teams become consumed by execution instead of focusing on the purpose behind the event.

“Professional event planning is its own profession for a reason,” Konsel-Taylor says. “The people who have spent years developing this expertise typically operate their own firms or work for major event organizations. You can’t simply hand an internal employee a conference and expect them to master years of logistical knowledge overnight.”

The difference becomes especially apparent when unexpected challenges arise. While inexperienced teams scramble to react, seasoned professionals like LimeLight Expressions have already developed contingency plans before the event begins.

When a Corporate Event Becomes a Brand Liability

Corporate events are often misunderstood. Many organizations still treat them as isolated gatherings when, in reality, they operate as highly visible extensions of a company’s brand and strategic priorities. Today’s events are no longer designed merely for foot traffic or surface-level awareness. They’ve evolved into outcome-driven engagement systems shaped by increasingly sophisticated objectives. Every detail, from transportation and scheduling to stage production and speaker coordination, becomes part of this broader strategic architecture and directly influences how the brand is perceived.

The complexity grows exponentially as attendance increases. An international conference may involve hundreds of attendees arriving from multiple countries, executive leadership teams, keynote speakers, media representatives, sponsors, vendors, production crews, transportation providers, and venue personnel. Each participant becomes part of a highly interconnected system.

A single failure can trigger a chain reaction. For example, a delayed flight can impact a keynote presentation. Meanwhile, complications with an airport pickup can leave a featured guest stranded. A production error can interrupt a critical announcement. At the same time, a poorly structured agenda can cause attendees to disengage entirely.

Unlike many business challenges, these issues cannot be corrected after the fact. After all, the audience experiences them in real time. “Once guests start questioning the organization of an event, they begin questioning the organization behind it,” Konsel-Taylor remarks. “That’s why preparation matters so much. It’s never just an event. Your reputation is standing on that stage.”

This reality is why LimeLight Expressions invests heavily in contingency planning. Every major project incor-



A woman with long blonde hair, wearing a dark blue sleeveless dress with a floral pattern, is smiling and reaching out to touch a large, vibrant bouquet of flowers. The bouquet is filled with various types of flowers, including roses in shades of pink, white, and orange, along with smaller white flowers and greenery. The background is softly blurred, showing what appears to be an outdoor setting with a building and more flowers.

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Photo: Carrie Patterson Photography

porates multiple layers of preparation, including backup transportation options, alternative scheduling strategies, emergency communication procedures, medical protocols, security planning, and production contingencies.

The company's experience has also revealed audience engagement as another challenge that internal teams frequently underestimate. Corporate leaders often possess extensive knowledge about their organizations. However, what feels fascinating internally does not always translate into compelling content for attendees. To address this, LimeLight Expressions works with clients on presentation flow, production timing, stage transitions, visual storytelling, and audience engagement strategies. The company develops comprehensive run-of-show documents, conducts multiple walkthroughs, coordinates backstage operations, and helps presenters refine delivery without altering the substance of their message.

"What people remember is how an event made them think, learn, feel, and engage," shares Konsel-Taylor. "If confusion enters the room, attention disappears. Every production decision should support confidence and momentum. The objective is to create an environment where attendees leave with a stronger impression of the organization than they had upon arrival."

Turning Milestones Into Lasting Memories

Corporate events may involve strategic objectives, but personal celebrations carry a different kind of significance. An engagement party or a wedding is not simply another gathering. Similarly, a birthday often represents decades of relationships, memories, and family history coming together in a single moment. These events carry emotional weight that extends far beyond logistics.

For LimeLight Expressions, success begins with understanding the people behind the celebration. The team invests significant time learning about personalities, family dynamics, traditions, cultural influences, and personal aspirations before developing any design concepts. That process allows them to create experiences that feel deeply personal rather than formulaic.

Konsel-Taylor says, "We're designing experiences for specific individuals. Their story should be reflected in every decision we make." This commitment to personalization has become a key characteristic of the company's work. Clients can choose their preferred level of involvement throughout the planning process. Some participate in every decision. Others prefer to approve major concepts and entrust the remaining details to the team.

Whatever the approach is, the goal remains unchanged. When the event begins, hosts should be fully present with their guests rather than managing vendors, troubleshooting schedules, or coordinating logistics. That commitment extends through the entire event lifecycle. LimeLight Ex-

pressions remains onsite throughout execution, overseeing operations from beginning to end rather than departing after setup.

The distinction may appear subtle, but it fundamentally changes the client experience. “If something goes wrong behind the scenes, our clients shouldn’t have to deal with it,” Konsel-Taylor says. “They deserve to enjoy one of the most important days of their lives.”

The company’s portfolio reflects this philosophy, ranging from intimate celebrations to elaborate destination weddings and multi-million-dollar productions involving hundreds of vendors and guests. Regardless of scale, the mission remains identical: transform meaningful moments into lifelong memories.

Global Vision Requires Global Expertise

International events introduce an entirely different level of complexity. Many people assume global event planning strictly revolves around booking flights, reserving hotel rooms, and arranging transportation. In reality, those tasks represent only a fraction of the work required. True international execution begins long before guests arrive.

LimeLight Expressions conducts extensive site inspections before recommending destinations, personally evaluating venues, accommodations, transportation systems, security conditions, healthcare resources, and local infrastructure. The company also establishes relationships with tourism departments, government officials, venue operators, transportation providers, and regional vendors before a project begins. Those relationships become invaluable when circumstances change unexpectedly.

Over the years, LimeLight Expressions has navigated weather disruptions, transportation failures, medical concerns, itinerary changes, and countless unforeseen challenges. The company’s ability to pivot quickly stems from the groundwork established long before guests arrive. “Preparation gives you options. If something unexpected happens, you need trusted people on the ground who can help you solve the problem

immediately,” Konsel-Taylor says.

Corporate clients particularly benefit from this expertise. Executive retreats, leadership summits, incentive trips, and international conferences often involve high-profile attendees whose schedules leave little room for disruption. Airport delays, customs complications, transportation failures, and security concerns can significantly impact the overall experience.

To minimize risk, LimeLight Expressions manages details that many organizations never consider. The team evaluates visa requirements, customs procedures, transportation providers, emergency response resources, and local healthcare facilities. They identify preferred hospitals, establish emergency contacts, coordinate security protocols, and develop contingency strategies before attendees depart. The company’s new status as a Fora Certified Travel Advisor strengthens these capabilities even further, allowing clients to benefit from additional travel resources, industry relationships, and preferred booking opportunities.

For large international programs, LimeLight Expressions also enhances communication through carefully structured guest management systems. Detailed itineraries, transportation schedules, activity information, dining recommendations, and logistical updates help ensure

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Photo: Carrie Patterson Photography

attendees remain informed throughout the experience. These systems become especially valuable when managing large groups spread across multiple locations, activities, and time zones.

Ultimately, successful international events require much more than logistical coordination. They require cultural awareness, operational expertise, risk management knowledge, and extensive global relationships. Those capabilities can only be developed through years of real-world experience.

The Invisible Work Behind Extraordinary Experiences

Whether planning a wedding, an anniversary celebration, a leadership retreat, a global conference, or a destination incentive trip, LimeLight Expressions operates according to the principle that success is not about simply creating a perfect event but about creating the perception of one.

Guests should never see the contingency plans. They should never witness the logistical challenges, vendor negotiations, transportation adjustments, weather pivots, or emergency decisions happening behind the scenes. They should experience only the outcome, which is a seamless event that unfolds exactly as it should.

That level of execution is the product of nearly 20 years of experience, thousands of hours of planning, trusted industry relationships, rigorous preparation, and a team that refuses to leave success to chance. “We’re responsible for protecting moments that matter,” Konsel-Taylor says. “The responsibility never gets smaller, no matter how many events you’ve done.”

As LimeLight Expressions approaches its 20th anniversary and enters a new chapter as a certified travel advisory company, that philosophy continues to guide every project. The company’s defining characteristic has never been the events themselves but the dedication, foresight, adaptability, and genuine care invested in making each experience extraordinary.

This commitment has earned the trust of corporate leaders, families, couples, executives, and organizations around the world. More importantly, it has allowed LimeLight Expressions to build something far more valuable than a portfolio of successful events: lasting relationships formed through nearly two decades of helping people celebrate, connect, and create memories that endure long after the event ends.

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