

# Q&A

with **JANICE ROSENTHAL**  
of **PARTY PRODUCTIONS**

Janice Rosenthal, owner of Party Productions, has 18 years experience planning distinctive private and corporate events. Her motto, "Good enough isn't good enough, the best comes close," sums up the passion, enthusiasm and high standards Janice sets for herself to make her clients' events everything they can and should be. She takes a moment to tell M about Party Productions.



Photos by Boutique Photographer



**Q: What services does Party Productions offer?**

**A:** Party Productions is a full service design, planning and production company, providing all elements necessary for producing extraordinary corporate galas and fundraisers, birthday and anniversary celebrations, and weddings.

From unique customized invitations and decorations, to catering and entertainment, Party Productions handles it all! I work with a select group of florists, musicians, artists, lighting experts, rental companies, caterers, photographers and videographers throughout the country, guiding their talents and expanding their boundaries to create the best-ever events for my clients.

**Q: What is your signature?**

**A:** For each event I design/plan, I let my client's dreams and expectations be my inspiration. Even the smallest glimmer of an idea can spark an explosively fun feature. I then create the big picture – a vision or mood, and subsequently, fill in those all-important details to design an event that is logistically sound and reflective of my client's personal style.

**Q: What is the hardest part about event planning? What is your favorite part?**

**A:** The hardest part is balancing my client's dreams with their budget. To accomplish this I educate my clients about choices and prices, so they can make well-informed decisions to get the best value for their dollars.

My favorite part is the creativity involved in designing an event to make it both fabulous and personal, with just the right amount of sparkle!

**Q: What's new?**

**A:** The Artful Bride Event is my exciting new venture. On Monday, Jan. 31, from 4-9 p.m., The Milwaukee Art Museum will morph into a bridal extravaganza, complete with educational seminars and interactive studios to teach brides all they need to know about planning an artful wedding. In addition, there will be a fantastic cocktail party, an out-of-the-box fashion show, flash mob dance performances, competitions and many other surprises!

For more information about the Artful Bride Event, visit [party-productions.com/press](http://party-productions.com/press) or for any of my services, visit [party-productions.com](http://party-productions.com).

– Jenna Kashou