



PLATINUM
COLLECTIVE

LIFESTYLE • DESTINATIONS • CELEBRATIONS

CHAR MCWILLIAMS

CONTACT

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PORTFOLIO



PROFILE

Char is the founder of Platinum Collective, a boutique concierge firm specializing in event planning, travel coordination, and lifestyle management. As an award winning event executive in her former life, Char has an unparalleled respect for the art of careful planning and event strategy. She has a passion for thoughtfully polished and beautifully designed events that capture the essence of each of her clients' unique vision.

EVENT SHOWCASE

President's Academic Awards Dinner | SHSU | Huntsville, Texas
AUGUST 2022

President's Academic Awards Dinner | SHSU | Huntsville, Texas
AUGUST 2021 ★

President's Academic Awards Dinner | SHSU | Huntsville, Texas
AUGUST 2019 ★★

President's Academic Awards Dinner | SHSU | Huntsville, Texas
AUGUST 2018 ★

President's Academic Awards Dinner | SHSU | Huntsville, Texas
AUGUST 2017 ★★

Designed and produced annual event recognizing outstanding faculty members for their remarkable achievements and contributions to the institution.

Developed theme and concept. Coordinated and implemented invitation list, collateral, materials budget, event messaging, vendor contracts, and decor installation.

★ *Received the Texas Star Award - "Best Non-Profit Event" presented by the International Live Events Association for four consecutive years.*

★★ *Also received the Texas Star Award - "Best Event Design" presented by the International Live Events Association.*

TSUS BOARD OF REGENTS | SHSU | Huntsville, Texas
MAY 2022

TSUS BOARD OF REGENTS | SHSU | Huntsville, Texas
NOVEMBER 2018 ★

Designed and produced annual welcome dinner for the Texas State University System Board of Regents. Member institutions hosted the Board of Regents, TSUS officials, and institution leaders for the quarterly board meetings. The welcome dinner was the first of several events held over the three day visit.

Developed theme and concept. Coordinated and implemented invitation list, collateral, materials budget, event messaging, vendor contracts, and decor installation.

★ *Received the Texas Star Award - "Best Event Design" presented by the International Live Events Association.*



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PRESIDENT'S ACADEMIC AWARDS DINNER
ENCHANTED GARDEN | AUGUST 2021★



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PRESIDENT'S ACADEMIC AWARDS DINNER
UNDER THE BIG TOP | AUGUST 2019 ★★



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PRESIDENT'S ACADEMIC AWARDS DINNER
AN EVENING IN SANTORINI | AUGUST 2018★



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PRESIDENT'S ACADEMIC AWARDS DINNER
UNDER THE SEA | AUGUST 2017 ★ ★



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