



Business Profiles

Taking an Inside Look at
Business in New Jersey





Photography by Priscilla K. Miller/Photos taken at AJF Designs/Hair by Far Hills Salon

Planners Infuse Special Events with Personality

For more than 25 years, O'Mealia Signature Events has satisfied corporate and nonprofit clients with service and successful events that keep clients returning time and time again. And while experience and the ability to effectively organize an event play a large role, Mary O'Mealia and her staff's signature approach to planning adds just the right personal touch.

"We become true partners," says O'Mealia, the firm's president. "We work with our clients, not for our clients." As part of the client's team, the O'Mealia staff builds rapport, gains deep understanding of the client's vision, and delivers an event with a level of energy and care that has been labeled by customers as "extraordinary."

Coordinating a successful event means taking away any stress or worry from clients. "We understand how important each event is in satisfying a client's goal or objective. Their goal becomes our priority," O'Mealia says.

The O'Mealia staff is often planning multiple projects at the same time. For example, they could be planning a large event for a corporation and a fundraising event for a nonprofit, while also putting together a memorial softball tournament. That's why O'Mealia takes great pride when she hears, "You make us feel like we're your only client."

This explains why 99 percent of O'Mealia's new customers come from referrals. There's no faking it in a referral-based business. Clients refer business only if they're satisfied. That extra personal touch goes a long way in distinguishing O'Mealia from other event planning firms.

O'Mealia specializes in creating events that speak to the unique image and vision of each client, and has access to many unique and beautiful venues. "You can create a cookie-cutter event, and tell clients this is what you'll do for them," O'Mealia says. "But we let an event evolve, and as we get to know our clients, we then incorporate more

and more personality to reflect those clients."

In recent years, O'Mealia Signature Events has begun using its extensive experience in corporate planning and nonprofit event planning to deliver memorable social events like weddings, birthdays, and celebration of life events as well. "It definitely runs the gamut in terms of the things that we do," O'Mealia says. That diversity also allows for cross-pollination of fresh and creative approaches from one kind of event to the next.

The firm recently changed its name from O'Mealia



Special Events to O'Mealia Signature Events. The change comes with a rebranding, and the launch of a new website and logo that better reflect the firm's broader balance and focus on delivering distinct, once-in-a-lifetime events.

Whether it is planning a company's 175th anniversary for more than 800 people, coordinating a fundraising event for 2,000 people, or an 80th birthday party for 50, O'Mealia Signature Events brings a team-partner approach and 110 percent devotion to each project.

"It is important to me that the client doesn't feel like they are one of many," O'Mealia says. "Our clients become our partners and friends, and their satisfaction is what has kept them coming back year after year. On a personal level, those great clients have made it a joy to serve their needs for more than 25 years."

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Year Founded: 1989

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