

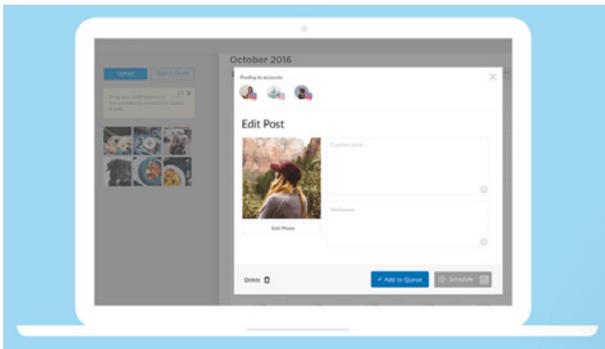
FOUR DIGITAL TOOLS TO UPDATE YOUR DOWNLOADS

At Saffire, we are always looking for the newest and most exciting digital resources out there. Over half our team members also work or volunteer at events around the country, so we are often exposed to different tools of event planning! Here are a few of the most recent and unique digital resources that we've found to improve your life as an event professional.



Design Pickle

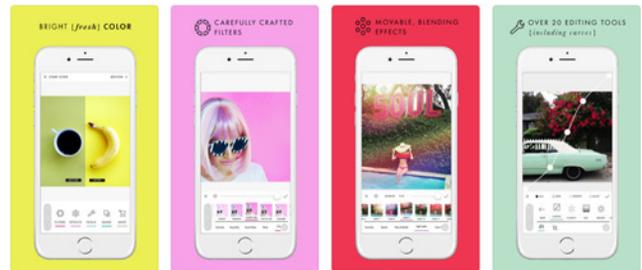
Ever get yourself into a “design pickle” and posted less than stellar ads and graphics? Design Pickle was created to be your full-time graphic design assistant! For just \$370 a month, you can have unlimited requests and revisions with just a 24-hour turnaround time. The designs they can help with are endless and include digital graphics, online ads, promotional product design, flyers and banners. This is the most efficient and low-cost way to keep your event cranking out great content and designs, especially if you need to take some of the pressure off your in-house designer!



Schedugram

Is Instagram important to your organization? If not, it should be! Instagram is one of the fastest growing social media platforms on the market right now, even though it has some functionality and scheduling limitations. This is where Schedugram comes in! Schedugram is a paid service (around \$20 a month) that lets you pre-schedule Instagram posts from a web browser. Since Instagram does not allow third-party apps to post on your behalf, Schedugram uses

their team members to post for you and keep your social media channels running full speed ahead and automated!



A Color Story

The app “A Color Story” is a photo editing app that has become iPhone photographers' favorite touch up tool. This app allows you to brighten whites and add a pop of color without making your iPhone photos look edited.

This is a great way to keep all your photos in the same hues and tones to make a cohesive brand on your social media accounts. This is especially important when curating content for your Instagram.



Teuxdeux

I know, I know! Saffire continues to throw “to-do apps” your way! However, we will admit that this one is MUCH simpler than some of the options that we have suggested in the past. Teuxdeux functions as your digital to-do list instead of your desk’s various sticky notes or to-do calendar items! Teuxdeux is built to be bare bones with visually compelling and usable to-do lists, all within one simple, integrated platform.

We hope that these digital resources can help your event move to the next level! If you have any additions, feedback or suggestions for other apps you love that help your event run smoothly, please reach out to info@saffire.com!

Cassie Roberts Dispenza is the Senior Partnership & Marketing Director at Saffire and has extensive experience with online marketing and event planning. She started working with Saffire in 2011 and since then, the company has grown from supporting a few great organizations in Texas to partnering with hundreds of events, venues and destinations across the country. Cassie lives in Austin, TX, and if you're looking to visit, can rival any tour guide in the city!