

The Shackman Group

DESTINATION & EVENT MANAGEMENT

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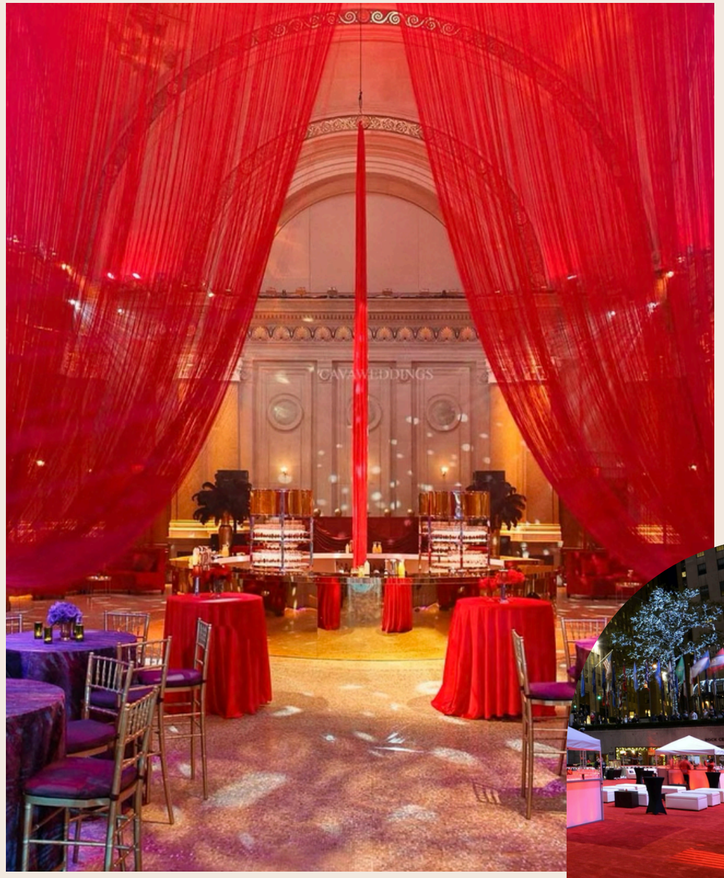
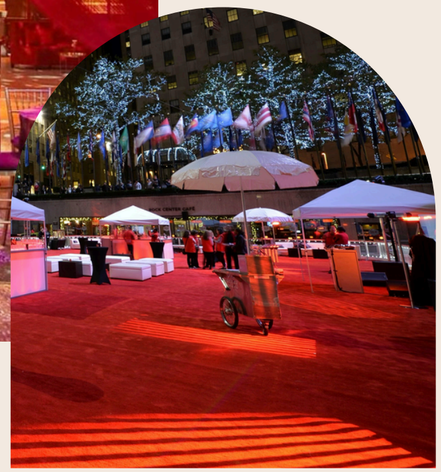
“Karen has been a long-standing member of New York City Tourism + Conventions, the official destination marketing organization for the City of New York. We are proud to call her organization a valuable partner and one of the premier destination and event management companies in NYC and arguably the world.

Her work speaks for itself and her reputation is one of great integrity, remarkable talent, commitment, resilience, innovativeness and excellence. Her dedication to the industry and her clients has few equals.”



JC
Executive Vice President,
Convention Development
New York City Tourism + Conventions





ABOUT US

The Shackman Group is a woman-owned, owner-operated destination management and event production company dedicated exclusively to New York City and the tri-state area. With more than 30 years of experience, the company combines in-house creative expertise, operational precision, and deep local relationships to deliver highly polished programs and events. Known for its hands-on leadership and white-glove service, the Shackman team approaches each project with intention and care, operating at the intersection of imagination, logistics, and local insight in one of the world's most dynamic settings.



WHY NEW YORK?

New York is unlike any other destination in the world. It is a place where unimaginable possibilities and challenging complexities exist side by side. Its energy, diversity, and cultural depth create extraordinary opportunities, while its scale, pace, and constant evolution demand true city fluency. Here, timing and judgment matter, and experience shapes every outcome.

The Shackman Group understands the city from the inside out. This seasoned perspective, built on longstanding industry relationships nurtured over time, allows clients to experience New York in ways that feel authentic and effortless, while trusting that every detail, both seen and unseen, is being thoughtfully handled by a team that knows the city intimately.

WHY WORK WITH A DMC?

PEACE OF MIND. *Because anyone can find the pieces, but a DMC knows how to strategically bring them together.*

	YOU COULD...	WE HANDLE...
TRANSPORTATION & LOGISTICS	Book five coaches, direct guests to a pickup location, and hope traffic, road closures, hotel access, and timing all work in your favor.	Transportation planning weeks in advance, traffic monitoring, hotel and venue coordination, vehicle staging, guest movement, and real-time communication between drivers and onsite teams.
	RESULT: GUESTS ARRIVE SEAMLESSLY AND ON SCHEDULE.	
UNEXPECTED EVENTS	Find yourself scrambling when a vendor cancels, weather impacts your plans, or your client suddenly requests something that wasn't part of the original scope.	Contingency planning, backup resources, vendor coordination, and real-time problem solving before challenges affect the guest experience.
	RESULT: MOST CLIENTS NEVER KNOW THERE WAS AN ISSUE.	
EXCLUSIVE ACCESS	Search endlessly for the perfect venue, experience, or entertainment option, only to discover limited availability or missed opportunities.	Leverage decades of relationships across New York to identify opportunities, unlock access, negotiate on your behalf, and connect you with the people and places that best fit your program.
	RESULT: EXPERIENCES THAT FEEL ELEVATED, EXCLUSIVE, AND MEMORABLE.	
CREATIVE VISION	Collect ideas from Pinterest, Google searches, and vendor recommendations, then try to determine what actually fits your goals, budget, audience, and timeline.	Collaborate with our Creative Director and production team to develop experiences that align with your objectives, reflect your brand, and can be executed successfully from concept through completion.
	RESULT: EVENTS THAT FEEL INTENTIONAL, COHESIVE, AND DISTINCTLY YOURS.	
TIME & CAPACITY	Be the point person for every question, approval, update, and decision while simultaneously managing vendors, reviewing details, and overseeing execution yourself.	Serving as an extension of your team, coordinating communication across stakeholders, vendors, venues, and suppliers while actively managing the countless details required to plan and execute a successful program.
	RESULT: WE MANAGE THE DETAILS SO YOU CAN FOCUS ON THE BIGGER PICTURE.	

One trusted partner. One accountable team.
Complete program oversight from concept through execution.



WHAT WE DO

TAILOR	bespoke incentive programs
ORGANIZE	detailed corporate meetings
CREATE & EXECUTE	special events
PERFECT	transportation logistics
MANAGE	extensive conferences & conventions
SOURCE	the perfect venues and vendors

WHAT MAKES US UNIQUE?

01
ACTIVE OWNER INVOLVEMENT

Karen Shackman directs strategic decision-making, supported by a multicultural, multilingual team managing day-to-day execution for domestic & international clients

02
CREATIVE CONCEPTS + LOGISTICS

An in-house Creative Director, Operations Manager, and experienced program managers shaping unique, completely personalized ideas with operational realities and budgets in mind

03
NEW YORK-ROOTED

built to manage scale, timing, permits, transportation, and constant change in one of the world's most demanding destinations

04
PROVEN CALM UNDER PRESSURE

particularly when programs evolve, numbers shift, or city conditions change, without compromising guest experience or operational clarity

05
LONGSTANDING RELATIONSHIPS

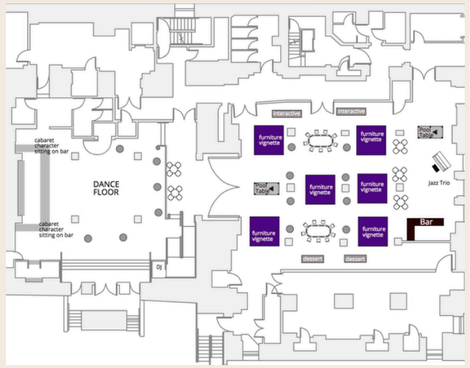
developed over decades, enabling flexibility, access, and problem-solving that are critical, but rarely visible to clients



"THANK YOU and CONGRATULATIONS! On one of the best social events I have ever experienced in my almost 18 years at YPO-WPO. I know this has been a challenging planning process to say the least, however, all your work (and then some) that you all put into this has not gone unnoticed. Thank you, Roddy"

RG
Director, Experiential Events
YPO-WPO







THE WEYLIN



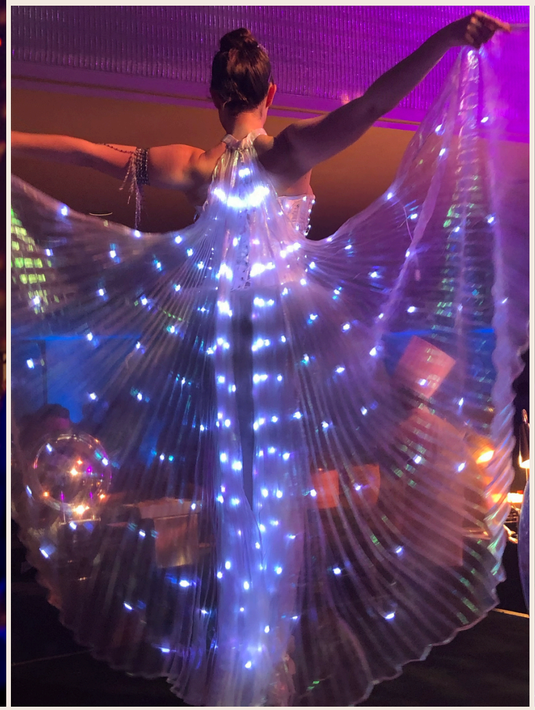






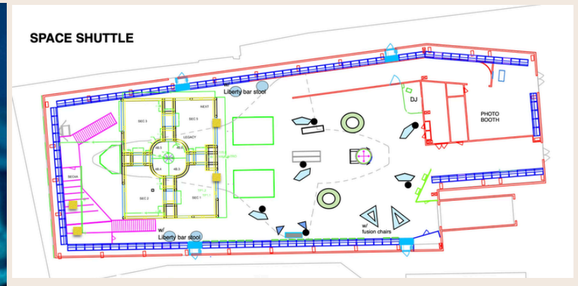


MARRIOTT MARQUIS





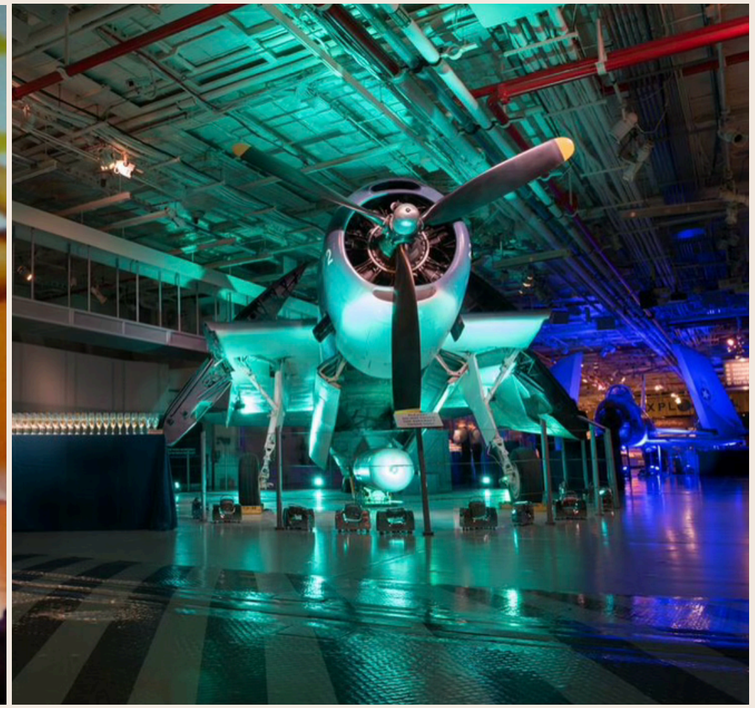




THE INTREPID













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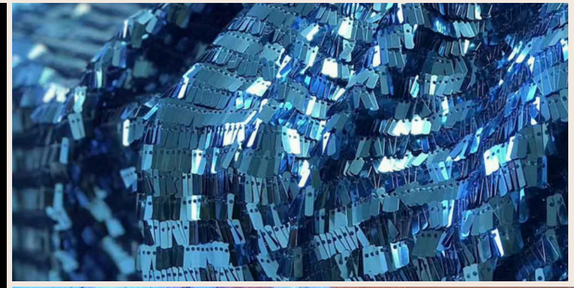







THE AMERICAN MUSEUM OF NATURAL HISTORY

“For many years, The Shackman group have served as a preferred DMC for our property, delivering exceptional service, innovative programming, and flawless execution for a wide variety of clients. Their team consistently demonstrates professionalism, flexibility, and a level of creative genius that sets them apart in the destination management space.

We trust The Shackman group with our most important clients—from large-scale corporate groups to C-suite executives. Internally, they are our exclusive partner for team-building activations and experiential events, and they never fail to elevate the experience, impressing even our most discerning guests.”



MP, CMP
Director of Sales & Marketing,
New York Marriott Marquis



PAST CLIENTS

We have partnered with global clients across a wide range of industries, including financial services, technology, healthcare and pharmaceuticals, and automotive, as well as consumer, hospitality, and industrial sectors.

DELTA

Coca-Cola

SAMSUNG

salesforce

JAGUAR

Qualcomm

Liberty Mutual INSURANCE

L'ORÉAL

MONT BLANC

Microsoft

Nobel Biocare



STAY IN TOUCH

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THANK YOU

NEW S YORK