

Beaufort Embraces Fandango Productions South

Written by Wendy Nilsen Pollitzer

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The national event-planning firm makes its home on Charles Street



Have you been curious about the colorful new sign on Charles Street that announces Fandango Productions South? Wondering what it is that Fandango is all about? Well, Fandango, in one word, is a marvel. They are a company that is bringing extraordinary ideas to Beaufort and the Southeast.

Fandango Productions South is an event design, production, marketing and management firm that focuses on conference and staged productions, trade shows and exhibits, cause awareness, celebrations, festivals and gatherings and branding events. Hubbed in Baltimore, Maryland, Fandango Productions specializes in events for the education, corporate, non-profit, entertainment, government and private-sector arenas.

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And, as the population in the South continues to grow, Fandango wants to capture an audience of clients from this emerging market. And they are starting in Beaufort. As we all know, Beaufort is adorned with many types. It's a hodgepodge of scholastics, political figures, authors, entertainers, military ranks, corporate professionals, etc. It seems every time you walk around the corner, you meet another interesting figure in the community.



Well, Jodie Miller, Regional Director for the South, and Fripp Langford, Sales and Operations Director for the South, are beginning to seize this uncaptured market. Miller and Langford, both Beaufort natives, have a wealth of knowledge of the region and many years of experience designing events.

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After graduating from college, Miller attended Baltimore International College for Culinary Arts to study menu design and wine pairings. Shortly after graduating, she and a partner opened Union Three Events, where she planned a wide variety of celebrations and also worked with Fandango Productions. Fandango approached Miller about working for them; she said she'd love to, but she was moving home to Beaufort to raise her two small children. After months of market research, Fandango concluded that a niche existed in the South that had not been discovered. So they hired Miller, who quickly called Langford.

Langford, who holds a B.A. from the University of South Carolina in Marketing and Business and a minor in Retail and Sales, is also very plugged in to the social scene in Beaufort. Miller pitched the position to Langford, and within two weeks, Langford trained in Baltimore and became part of Fandango's growing staff.

Miller and Langford are starting with social events and celebrations in Beaufort, Hilton Head, Charleston and Savannah. Within 18 months, their objective is to tackle the southeast corporate market, beginning with Charlotte and Atlanta.

The presence of a national firm in Beaufort is a valuable resource. Fandango's creative capability is immeasurable. They have access to a myriad of props, both purchased and built to clients' needs, capability to hand-paint dance floors to event-specific inspirations, and the manpower to install large-scale decor. Their warehouse is 53,000 square feet in size. Their staff includes a carpentry department, fabric designers, welding professionals, painters and centerpiece designers. They even have a graphic design team that creates scaled floor plans of the event.

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Fandango has positioned



itself as a resource for local wedding and event planners. They have no desire to compete with established professionals in the area. To the contrary, Fandango wants to integrate its abundance of inventory and staff with the needs and desires of local planners, with no direct cost to their clients.

In fact, Fandango surprised 10 Charleston event professionals with hand painted benches, branded with each company's logo. The gifts were well received, and the gesture indicated partnership. Fandango wanted these planners to know, "If you can dream it, we can make it happen."

And that they have done. They have put a new spin on an old classic, recreating spaces with

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[Historical photos of the historic Fandango Productions South are available.](#)
[Read more local color.](#)