



WALK TALKIN INTERNATIONAL

CONNECTING COMMUNITIES THROUGH MUSIC, DANCE, AND CULTURE SINCE 1997

TABLE OF CONTENTS

Our Story

About, Mission & Vision

1

2

Events

Foundational, Contracted, & City Events

3

Services

Process, Event & Festival Services

4

Method

Curation, 8 C's, & Core Team

5

Impact

City Gov & Organizations, The Givends





OUR STORY

Since 1997, Walk Talkin and founder Carlos “Loslito” Guaico have been at the core of LA’s cultural landscape—producing events that bring communities together through music, dance, and underground culture.

From legendary gatherings like The Root Down, Descarga, Bounce Rock Skate, Milkshake, and Thanks Givends to large-scale productions like Grand Park NYE, Central Avenue Jazz Festival, the 6th Street Bridge Grand Opening, Self Help Graphics’ Day of the Dead, SXSW activations (Tuneln, Texas Lottery), and Fairplex’s En Memoria, Walk Talkin bridges scenes and amplifies emerging talent.

Guided by a mission to support artists and unify communities, Walk Talkin launched NextFest—now the largest indie music festival in the country. Their work continues through Label Squadz, helping artists build their own labels, and The Givends, a nonprofit providing education, wellness, and career support for creatives and future event workers.



MISSION

To create vibrant gathering spaces where people come together through music, dance, live performance, and discovery. These hubs serve as cultural epicenters—bridging diverse communities, nurturing movements, and connecting artists with new audiences in a shared experience.

VISION

To expand the essence of these iconic events into broader platforms—such as fairs, festivals, and city-wide activations—offering communities a chance to discover emerging artists, sounds, and cultural movements shaping our neighborhoods.



FOUNDATIONAL EVENTS

CREATOR, PROMOTER, PRODUCER

THE ROOT DOWN

1997-2020

Funk, soul, and Hip-Hop
gathering

cherry
poppin

2010 - 2023

Rnb, Neo-Soul, Hip-Hop,
Dance



2017-2020

Industry Mixer,
Showcase, Marketplace

nextfest

2022-2025

Largest indie music
festival in the country

DESCARGA

2002-2012

Global Latin Rhythms

BOUNCE ROCK SKATE

2000-2008

Boogie Funk and Neo-
soul

MORE
FRIDAYS

2000-2005

Deep House, Electronic,
Disco

THANKS GIVENDS

2000-2015

Annual benefit event for
arts programs



CONTRACTED EVENTS

PRODUCER, PRODUCTION TEAM, & CURATION

- Self-Help Graphics: Day of the Dead Festival
- Grand Park NYE (2017)
- Fairplex: En Memoria / LA County Fair
- Tune-In Radio: SXSW & Texas Lottery
- Alzheimers LA: Making Memories Festival
- Stones Throw Records: 10-10-10 Events, A Tribe Called Quest Documentary Release



CITY EVENTS

PRODUCER, PRODUCTION TEAM, & CURATION

COUNCIL DISTRICT 9

- Central Avenue Jazz Festival
- July 4th Expo Park

COUNCIL DISTRICT 14

- Broadway Night Lights
- 6th Street Bridge Grand Opening
- Vicente Fernandez Street Naming

COUNCIL DISTRICT 8

- Housing at Home Initiative
- Caribbean Festival

COUNCIL DISTRICT 1

- Bracero Monument Celebration

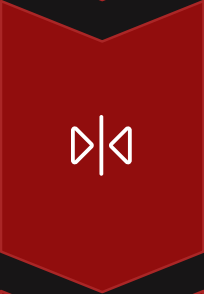
OUR PROCESS

INNOVATING OPERATIONAL FLOW



VISIONING

Defining the event's purpose, goals, and overall plan to align with creative, logistical, and stakeholder objectives



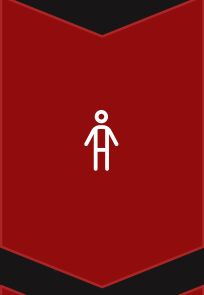
WORKFLOW & TOOLS

Implementing streamlined systems, tools, and communication processes to enable efficient collaboration –especially when integrating various teams that do not regularly collaborate for one project.



BUDGET MANAGEMENT

Managing multi-source budgets with transparency and precision. Ensuring accurate vendor ordering, invoicing, and detailed financial reporting.



COMMUNITY RELATIONS

Understanding the dynamics between district constituents and their representatives. Building meaningful partnerships with local stakeholders to strengthen outreach, engagement, and support.



LOCAL ECOSYSTEM

We prioritize working with local talent, vendors, and staff to create deeper community connections and foster regional economic impact. By integrating local resources into all aspects of the event, we enhance authenticity, build meaningful partnerships, and contribute to a more sustainable and inclusive event ecosystems

EVENT & FESTIVAL SERVICES

From concept to execution, our flexible approach is tailored to each client’s goals—whether building an event from scratch or integrating into existing plans—offering support across all phases, from creative ideation to strategic planning and producer oversight, with seamless collaboration and scalable, impactful results.



OPERATIONS

Operations Management, Site & Technical Leads, Health & Safety, Vendor & Hospitality Coordination, Accreditation & Guest Services, Travel & Transport Logistics, Control Room Communications, Breakdown & Sustainability



MARKETING & DESIGN

Visual identity, design assets, campaign planning, content production, website development, social media management, niche platform strategy, audience engagement, event promotion



CURATION & BOOKING

Creative direction, talent curation, talent sourcing, budget management, contract negotiation, end-to-end coordination, stakeholder experience



COMMUNITY PARTNERSHIPS

Community engagement, stakeholder relationships, strategic outreach, collaboration, inclusive programming, local participation, shared value



STAFFING & TRAINING

Event production staff, operational support, professional training, onboarding systems, team integration, consistency, efficiency, excellence



VOLUNTEER & INTERNSHIP PROGRAMS

Hands-on experience, mentorship, real-time training, event operations support, community engagement, skill-building, workforce development



EXPERIENTIAL & SITE DESIGN

Immersive environments, site mapping, strategic placement, branded activations, interactive zones, audience experience, engagement, event vision



MEDIA & VISUALS

Photography, videography, live streaming, animation, editing, content capture, real-time coverage, post-production, visual storytelling, brand elevation, event impact

THE ART OF CURATION & CONNECTION

STRATEGIC ARTIST DISCOVERY AND DIVERSE COMMUNITY BUILDING



THE 8 C'S

FOUNDATIONAL PILLARS OF ORGANIZATIONAL CULTURE



CONNECTION

Building authentic relationships through active listening and trust



COLLABORATION

Shared ownership and teamwork across all contributors



COMMUNICATION

Clarity and transparency in roles and expectations



COOPERATION

Team-first mindset to overcome challenges and adapt quickly



CREATIVITY

Resourcefulness and innovation that elevate outcomes



COMMITMENT

Reliability, integrity, and dedication to build trust



COMPASSION

Empathy and intentional listening for respectful interactions



CONSISTENCY

Dependable follow-through that builds credibility

CORE TEAM MEMBERS



CARLOS GUAICO

Founder



VANESSA ROWAN

COO



LAUREN SCHNAPPER

Operations Director



MARY TIO

Work Flow Manager



SAIYIDAH MORRIS

Production & Development Manager



MARCIEL MIRANDA

Technical Manager

CITY GOV & ORGANIZATIONS:

THE IMPORTANCE OF COLLABORATIVE EVENT SUPPORT

Government offices and Council Districts host numerous public events each year but are not designed to operate as event production teams.

With frequent staff turnover and varying levels of event experience, a collaborative approach is key.

KEYS TO SUCCESS

Establishing clear timelines & deliverables

Defining roles & responsibilities

Maintaining consistent communication

Providing industry expertise & support for developing staff

OUR NON-PROFIT INITIATIVE FOR GREATER IMPACT

Inspired by the *Thanks Givends* event—which for 15 years united all of LA's creative scenes under one roof for a shared cause—it has now officially launched as a 501(c)(3) nonprofit organization.

Its mission is to provide holistic support for artists, creatives, and professionals in the events industry.

THE GIVENDS

THE GIVENDS SERVICES

EDUCATION & TRAINING

Comprehensive programs to equip event staff to work across a range of settings—from grassroots community gatherings to large-scale festivals

ARTIST AND CREATIVES DEVELOPMENT

Skill-building for artists and creatives to diversify income streams

HEALTH & WELLNESS

Programs to support work-life balance in the demanding events and music industry

FINANCIAL SUPPORT

Financial literacy, budgeting tools, and crisis support during times of hardship



THANK YOU

1997

YEAR FOUNDED

25+

YEARS OF EXPERIENCE

100+

EVENTS PRODUCED

Contact: hello@walktalkin.com

Website: walktalkin.com