

*Walk Talkin*  
THE BRIDGE BETWEEN

**WALK TALKIN INTERNATIONAL**

**CONNECTING COMMUNITIES THROUGH MUSIC, DANCE, AND CULTURE SINCE 1997**

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## 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 LA

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



## ECO-FRIENDLY PRACTICES

Our eco-friendly event services reduce waste through clear trash separation, mindful material use, and clean water practices. Every detail, from products to messaging, reflects our commitment to sustainability and a cleaner community.

# FAN-ZONE ACTIVATIONS: ELEVATING THE EXPERIENCE FOR LA28 AND BEYOND

## Objective

To create immersive, high-energy fan engagement zones that enhance the live event experience, drive community participation, and serve as platforms for brand integration for the upcoming FIFA World Cup 2026, LA Olympics 2028, and other major sporting events in surrounding hosting cities.

## Key Strategies

### Interactive Experiences

Augmented reality, athlete meet-and-greets, sport simulations, and cultural showcases aligned with local themes.

### Local Community Integration

Highlighting diverse neighborhoods through localized activations, food vendors, music, and art installations.

### Brand & Sponsor Visibility

Tailored brand zones offering hands-on product demos, giveaways, and co-branded content opportunities.

## Impact

We aim to make each event an experience that begins before the lights go up and lasts beyond the final cheer. By turning key venues into cultural crossroads alive with music, art, and energy, we'll create a festival-like atmosphere that drives foot traffic and deepens fan engagement. This approach delivers measurable value for partners and the host city while leaving a lasting impression of a global hub where arts, sports, and culture move in harmony.



# **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 and responsibilities**

**Maintaining consistent communication**

**Providing industry expertise and support for developing staff**

## COMMUNITY PARTNERSHIPS

Early outreach and collaboration with key partners is essential to ensure community buy-in and shared ownership. Engage city departments for logistics and safety; businesses for sponsorship and activation; community groups, nonprofits, and volunteer organizations for outreach and staffing; schools and cultural institutions to expand programming; and health providers for free public service activations. Position the event as a benefit to their organization—not a disruption—to strengthen support and long-term partnerships.



## OUR NON-PROFIT INITIATIVE FOR GREATER IMPACT

Inspired by the Thanks Givends event—which for 15 years united LA’s creative scenes under one roof for a shared cause—The Givends 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. As a nonprofit, The Givends can access additional resources and funding, provide enhanced training and preparation, and coordinate local staffing, volunteer, and internship outreach to strengthen community involvement and event impact.

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

## FISCAL SUPPORT & MANAGEMENT

Enabling access to exclusive nonprofit funding and grants and managing pass-through funds for event support.

## COMMUNITY ENGAGEMENT & VOLUNTEER COORDINATION

To supplement city event efforts when budgets and staffing are limited with community partner outreach and volunteer programming.

# 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

# THE ART OF CURATION & CONNECTION

## STRATEGIC ARTIST DISCOVERY AND DIVERSE COMMUNITY BUILDING

### ARTISTS

Artists are storytellers and living diaries of their time and community, driving inspired new movements

### GENRES & SUB-GENRES

Understanding both emerging and classic genres and why it matters to the community

### SCENES & CULTURE

Building trust by meeting communities where they are and partnering to amplify their voices

### METRICS & RESEARCH

Focus on genuine engagement over vanity numbers

### AUTHENTICITY

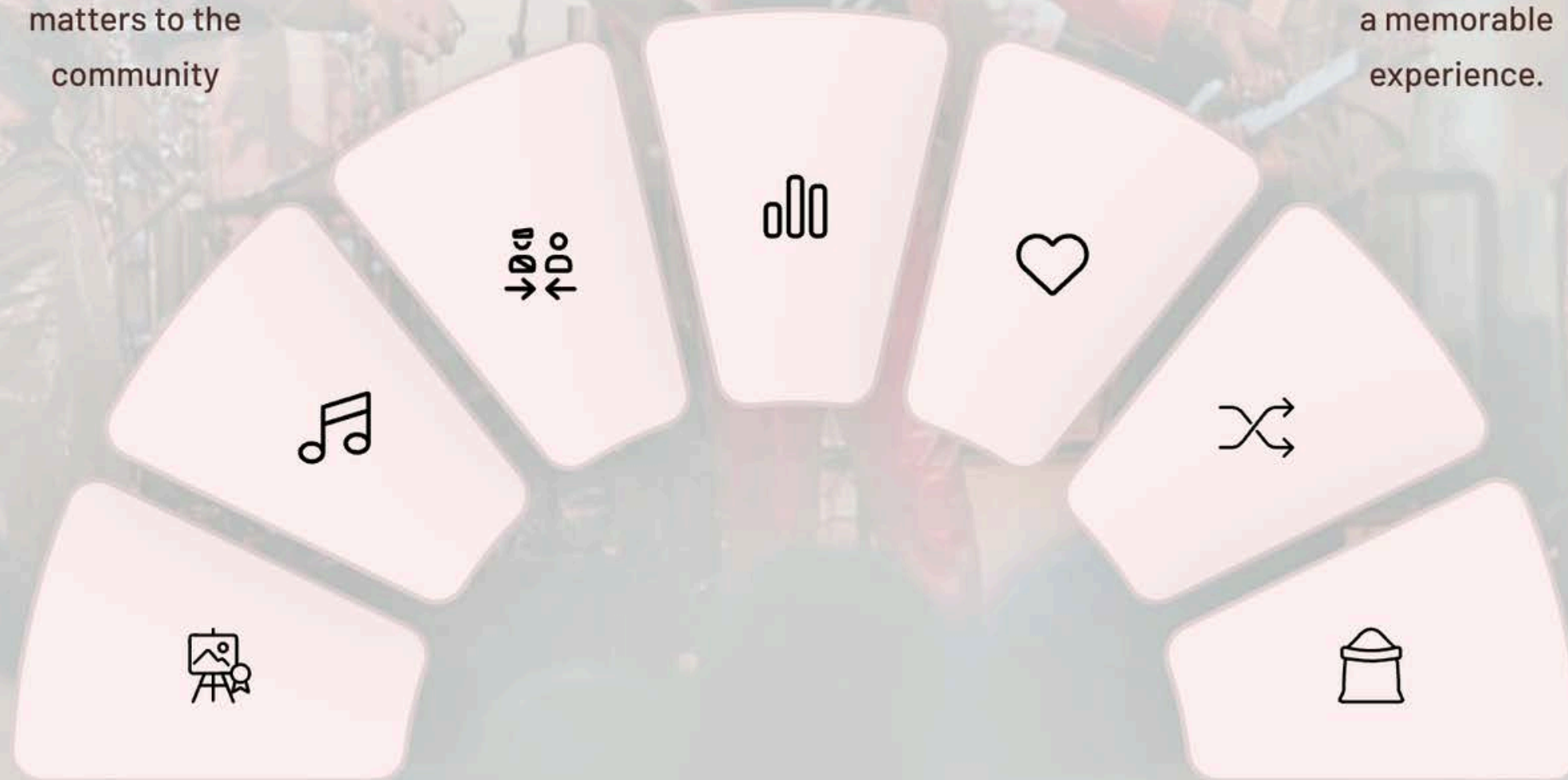
Identifying and supporting artists truly authentic to their sound and scene.

### SHOW FLOW & BALANCE

Designing event performances for maximum engagement and a memorable experience.

### FEE & TALENT BUDGET MANAGEMENT

Optimizing budgets by leveraging trusted, diverse talent from a broad network of established relationships.



# CORE TEAM MEMBERS



**CARLOS GUAICO**

Founder



**VANESSA ROWAN**

COO



**LAUREN SCHNAPPER**

Operations Director



**MARY TIO**

Office Manager



**SAIYIDAH MORRIS**

Production & Development Manager



**MARCIEL MIRANDA**

Technical Manager

**THANK YOU**

**1997**

YEAR FOUNDED

**25+**

YEARS OF EXPERIENCE

**100+**

EVENTS PRODUCED

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