

# FESTIVAL AND EVENT PRODUCTION

## Angel Postell



**Primary Roles:** VIP Manager, Talent Coordinator, Sponsor Relations, Marketing/Media/Social Media Manager

**Able to Travel?** Yes

**Company:** Independent Contrator

**Email:** [angel@hometeampr.com](mailto:angel@hometeampr.com)

**Recent Event Work:** Charleston, SC

**Based in:** Owner and producer of BevCon®, Talent Coordinator for Chefs For Farmers, Founding Executive Director for Charleston Wine + Food Festival

**Three Event Items I Cannot Live Without:** Iphone, Swell filled with Water, Cash....you never know what you need to get unexpectedly

**Website:** <http://hometeampr.com>

Connect With Me On Social Media:



**Biography:** With over 22 years of experience, Angel Passailaigue Postell has a wide array of experience and knowledge in public relations, marketing, and special event planning. Her specialty is travel and tourism and food and beverage industries, two unique niches promoting the hospitality industry, including hotels, attractions, destinations, restaurants, retail, and more.

Past professional experience includes serving on the host steering committee for World Cup Soccer-Orlando in 1995, coordinating public relations efforts for hospitality and retail architects, Fugleberg Koch, and serving as Communications Manager for the Jacksonville Convention & Visitors Bureau. Postell first opened her own public relations firm in Jacksonville, FL—Passailaigue Communications, specializing in art and tourism clientele.

In April 2000, Postell moved back to her hometown Charleston, SC and became Public and Media Relations Manager at the Charleston Area Convention & Visitors Bureau. At the CVB, Postell served in the PR Department and had the opportunity to be Media Coordinator for Tall Ships Charleston 2000 and was part of the PR team for the H.L. Hunley Recovery. In October of that year, she was recruited by the South Carolina Aquarium and joined shortly after as the Public Relations Manager.

In spring 2004, Postell opened Home Team Communications, Inc. a full-service, communications firm with clients including McCrady's, Sienna, FIG, Ted's Butcherblock, and the South Carolina Seafood Alliance.

That same year, she was approached by Chef Marc Collins at Circa 1886 to consider starting a food and wine festival in Charleston. After several conversations, Postell gathered a group of the city's top food and beverage leaders, and eventually organized a Planning Committee to meet for two years and put together the Charleston Wine + Food Festival (originally called Distinctively Charleston Food + Wine Festival). She served as volunteer Chair of the Committee and organized the efforts for the inaugural event, mostly out of her house. With the help of a dozen other committee volunteers, she created and founded the 501c3 non-profit event. The Board, in need of an Event Producer, asked her to consider handling the official event planning for the event as part of her business. She reluctantly agreed doing so, as her preference was serving as Chair, but she knew someone had to take over the role. She resigned all other clients and ran the festival for its first year.

After a successful inaugural year in April 2005, the Charleston Food + Wine Festival's Board of Directors hired Postell to serve as Executive Director. In this role, she handled all day-to-day management operations of the Festival, served as the liaison between the Board of Directors, oversaw accounting and financial details, coordinated volunteer programs, handled fundraising efforts, and assisted with marketing and event planning initiatives.

In 2013 after running the event for eight years, Postell decided to retire from her position from the Festival and re-open her PR firm, Home Team Public Relations. This intimate, boutique firm specializes in public relations representation for culinary related businesses. Clients include Edmund's Oast, Home Team BBQ, Limehouse Produce, and The Glass Onion. In summer 2016, she created and produced a new nationally recognized industry conference for beverage professionals called BevCon and is in the midst of planning the second year.

