

Q and A with Brian Delino Founder & Owner of BigDaddyFormals



California, Los Angeles, Aug 4, 2021 ([Issuewire.com](https://www.Issuewire.com)) - BigDaddyFormals is a Group Travel Planning Team that specializes in Fraternity and Sorority Nationwide and is on the up and coming being a brand known throughout all major college campuses find below

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Q: How did you come to start your own company?

A. I've been doing event planning and managing group travel on a large scale for over 10 years, starting in the Bay Area in my early 20's with Corporate & Medical Conventions while I also bartended and graduated College. I moved down to Southern California to work with a company specializing in College Travel specifically Fraternity travel across the U.S. I helped this company to some of its highest-grossing years along with building a very happy client base improving the companies' client return rate in which the company had zero when I started. I learned my value while mastering the ins and outs of travel in relation to the College Demographic over those 4 years and in the wake of COVID-19 I decided to use that time to create BigDaddyFormals.

Q. What did you gain from your past experiences and knowledge on putting together BigDaddyFormals?

A. The reason a company like mine and other ones out there exist is that it's a very valuable service. Planning group travels with hotels, venues, logistics in general not to mention an 18-22-year-old age range while these guys got everything else going with school, social life, work. A third-party planning travel agency can be of huge value to this demographic. Me personally I love the work, working with college kids, planning their trips, and putting together experiences that they'll remember for a long time during a part of their lives that will be the most memorable to them. I genuinely enjoy putting trips together for these guys.

Q. So with COVID and your first year, how has everything gone so far?

A. It started out rough of course, I had to work exceptionally hard on a very small marketing budget to build a client base while no one really knew the extent COVID would have. I spent most of my time making connections and networking over this time frame. This past Spring and end of the school year we actually ended up having a more productive Spring than I personally projected and now have a very happy base of return clients. So with that and building our brand into this upcoming school year I am very excited.

Q. How has this Summer been and what are you looking forward to the most?

A. I'm fired up for things to get back to normal, a lot of college students that can now travel with their fraternity brothers that haven't been able to for 2 years. So just been excited to get these guys back doing their Formals and Trips which is one the biggest events for them of the year. This Summer has been great, both from a business standpoint getting new Chapters on board for the year and also improving a lot of our processes internally just making things much easier both for our team and our clients.

Q. What can you point that's most important to having BigDaddyFormals becoming successful?

A. There is a lot that you need to be aware of in group travel especially with college kids to make sure everything goes smoothly and to keep everyone happy. None of it is rocket science, but you have to be very thorough both from the beginning in putting together options for them in multiple locations to look at which is a lot of upfront planning, but then also on the back end handling money, contracts, and logistics all the way until the day of their trip. It's a lot to go back and forth on so simplifying as much you can both

for the client and for my team really helps to implement a strong system that is continually improving and it's been really nice to see new clients see the value in what we do.

Q. Why do you think you've been so successful in creating return clients?

A. I think everyone likes the idea of having the owner of a company personally oversee and handle their Formals and Trips, gives them a good peace of mind that everything will go smoothly and they're in the right hands. Obviously doing this over the years, I've gained tons of knowledge on where to go, how much things cost, and advising guys how best to go about the planning for them so talking with me and having access to that knowledge is definitely valuable. And then just giving back to these guys, making sure they are happy even if means taking small hits financially in giving them what they want.

Q. Last question where do you see BigDaddyFormals a year from now?

A. I think as more Fraternities get on board with us for this upcoming school year and see the quality in what we do and how we easily operate I think naturally that'll have that trickle over effect to other Chapter's around School because of the credibility we've gained through one or more other Fraternities on Campus. I'm not trying to become a huge multi-million dollar expansive organization, I just want our team to stay excited while being content financially and continually building a strong base of happy clients we work with year in and year out.

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