



SYB Event Planning Services Translates your Vision into Reality

By S. Mathur

Are you planning a birthday party for your child or a corporate event? Or a Masquerade Ball? S.Y.B Event Planning Services can handle all of these and more, at locations in and around Boston and all over New England. What's more, they offer complete planning services, so that all clients have to do is relax and enjoy the event along with their guests.

Soraya Y. Belgacem, President and Senior Event Planner, describes the complete event planning package: "I offer event planning and catering/bar services. Each group can be treated as one, meaning you can get event planning, plus the catering and add bar services or you can just get catering and bar, but not event planning, meaning we will only handle that area, and not the whole event. Usually for weddings, we do offer Day of Services, along with our catering and bar division."

The event planning service covers all kinds of events, including weddings, Bar/Bat Mitzvahs, Sweet 16s, LGBTQ and private events, baby and bridal showers, and corporate events. The one-stop service also has design and decor services as well, transforming your venue into a bright, cheerful backdrop. Themes can be anything from Masquerade to Winter Wonderland. SYB Event Planning Services specializes in multicultural events and weddings.

"Arabian themed events are my niche, but I do all types of events, from luxury, to LGBTQ, rustic, casual," Soraya said. "The reason why Arabian themed events and Middle Eastern events are my specialty is because I am Middle Eastern, second generation and am very involved in my community as well. That has helped me with knowing vendors that specialize in these areas, plus they are so much fun!" Clients enjoy performances like belly dancers, sword shows, dance troops, DJ's, and the speciality, majestic decor.

On the day of the event, Soraya and her team will arrive in advance to set the table, linens and decor, and to organize the bar, catering and vendors. Clients can also choose full or partial catering service, which offers Middle Eastern, Mediterranean, American, Italian, Greek, Armenian, Latin and Mexican cuisines, as well as wedding cakes and French, Italian and Middle Eastern pastries. Clients can also use the catering service independently without the event planning. Clients can customize their menu to fit their budget and food preferences, since all clients have a different preference on what they want for food and services. SYB provides free initial quotes and tastings can also be arranged

"When working with SYB, which are my initials, Soraya Y. Belgacem, you are not working with a corporation, where you are just a number," Soraya said. "I will give you that personal touch and make sure that your event is catered to you."

Clients report that Soraya establishes an instant rapport which allows them to trust her choices and suggestions. Whether planning events for 5,000 people or coordinating destination weddings in Newport, clients say she promises the best, and delivers.