

## **Craig Howard Redefines Houston's Event Landscape with Accessibility and Innovation**

Houston (TX) - In Houston's vibrant event landscape, few venue operators have built relationships and a service philosophy as intentionally as Craig Howard, whose growing portfolio, including The Ballroom at Bayou Place and The Ballroom at Tanglewood - has become increasingly intertwined with the city's business and nonprofit communities.

Howard traces a pivotal turning point back to 2022, when his team opened The Ballroom at Tanglewood and began collaborating with the Indo-American Chamber of Commerce of Greater Houston (IACCGH). "Jagdip was so nice to take us under his tutelage and introduce us to very important people who would do business with us," Howard said, reflecting on the early days of the partnership. "We are so grateful for our relationship with IACCGH." What began as a professional connection has since evolved into a meaningful alliance, helping position his venues as trusted spaces for high-impact events.

A defining feature of Howard's approach is accessibility - an uncommon priority in an industry often driven by exclusivity. "We work with everyone regardless of budget," he explained. This philosophy is particularly impactful for nonprofit organizations, where cost efficiency directly influences mission outcomes. "We pride ourselves on working with non-profits to save them money, thereby generating more revenue for their programs and scholarships."

At a time when corporate event strategies are shifting, Howard has observed a clear trend toward smaller, more focused gatherings. "Corporations are now conducting smaller trainings to maximize efficiency," he noted. Large-scale sessions, once the norm, are increasingly seen as less effective for engagement and retention, prompting companies to rethink how they structure internal events.

Another differentiator lies in Howard's integrated business model, which combines venue, entertainment, and décor services under one umbrella. This "one-stop shopping" approach not only simplifies planning but also reduces costs and logistical friction. "Utilizing our services saves you money and ensures a seamless event," he said.

Looking ahead, Howard's ambitions remain firmly rooted in both growth and inclusivity. "We strive to be the number one venue in Houston by working within everyone's budget and helping them maximize their ROI when hosting a gala," he shared. In a competitive market, it's a vision built not just on scale, but on service - one event at a time.