



STRATEGY / PLANNING / PRODUCTION

### COLLEGE OF HEALTH PROFESSIONALS

IDEATION AND EVENT PRODUCTION - GRAND OPENING

#### OVERVIEW

Idea Tree Events was contacted by the CMO at the College of Healthcare Professionals to produce a grand opening event to feature their newly opened campus in Austin. Without an events professional on staff, their marketing department lacked the resources to produce an event of this scope and size while still managing their day-to-day workflow.

#### APPROACH

Idea Tree Events hosted a discovery session with stakeholders, clearly identifying and outlining objectives for the grand opening event. Weekly planning meetings were put in place to guide the team through the event planning process, which included sourcing catering, event rentals, MC/hosting services, DJ services and all ages entertainment for a 2-day event. Idea Tree Events served as the single point of contact for all event logistics.

#### OUTCOME

The two-day grand opening was well attended by guests, families, potential future students, local chamber of commerce members and neighboring businesses. Idea Tree Events was able to create a final experience featuring champagne service, a guitarist upon building entry and catering stations available throughout the campus facility tours. A variety of activities were offered to accommodate the all ages crowd including a professional MC host as well as photo booth, shaved ice truck and DJ to captivate all audiences. The number of potential new students touring the space exceeded the targets set by CHCP. Community and business leader awareness of the campus offerings increased as a result of the grand opening. By contracting with Idea Tree Events, CHCP Marketing was able to manage its primary department functions as well as focus efforts on awareness and audience for the grand opening event.



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