



STRATEGY / PLANNING / PRODUCTION

OVERVIEW

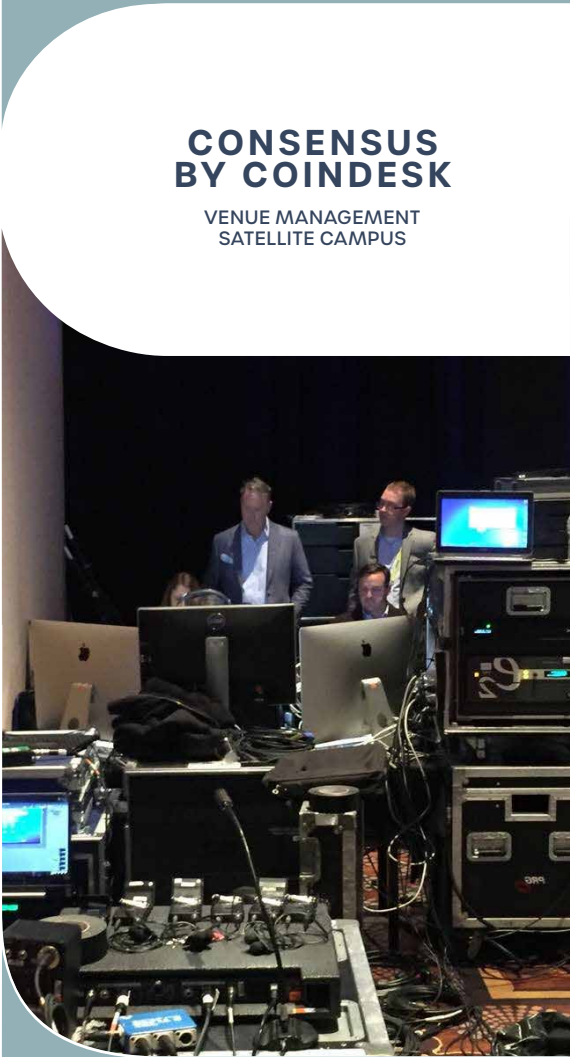
Consensus by CoinDesk, the world's largest, longest-running and most influential gathering bringing together all sides of cryptocurrency, blockchain and Web3 community, sought out an event professional with extensive hotel knowledge who could also work with a very short planning runway to fill an urgent need for an upcoming conference. Idea Tree Events stepped in to manage the hotel venue that included a VIP elevated experience venue for premium badge holders during the 2021 conference.

APPROACH

The scope of work for the conference included the oversight of an extremely compressed overnight installation of general session rooms, breakouts and hospitality lounges. Idea Tree Events created a security plan to allow a high volume of guests to move successfully throughout the space, working around access point restrictions designed to only allow entrance for premium badge holders. Idea Tree Events functioned as a single point of contact with the hotel for all logistics, and hosted several pre-event planning sessions with the venue, security, AV and the event production company to align on all details.

OUTCOME

A large number of attendees were successfully moved through high demand sessions and experiences in a short amount of time. Capacities quickly filled, demonstrating the popularity of the venue. Idea Tree Events successfully and quickly adapted to a large burst of attendees, managing crowd control upon learning that passes were oversold. By locating alternative content to experience when the venue was at capacity, Idea Tree Events managed the overflow of guests while maintaining a safe venue environment for all attendees at all times. The two staff members managing the venue had extensive hotel backgrounds which allowed for clear communication with the venue management and staff on all event details.



CONSENSUS BY COINDESK

VENUE MANAGEMENT
SATELLITE CAMPUS

IDEA TREE EVENTS, LLC
AUSTIN, TX 512-799-1861
KATE@IDEATREEEVENTS.COM