



STRATEGY / PLANNING / PRODUCTION

OVERVIEW

With its internal production team at capacity, **Derse** recognized a need to quickly scale up its efforts during a period of high demand. Idea Tree Events was contracted by Derse to serve as its project management lead for a multi-million dollar renovation and relaunch of the Tupelo Visitors Center, a three-year project. Idea Tree Events has maintained a successful partnership with Derse since 2017 on projects requiring specialty skills and agency experience. Idea Tree Events has extensive agency experience that applied directly to the needs of this particular project.

APPROACH

Idea Tree Events collaborated to create a seamless interaction as part of the larger project team at Derse. Idea Tree Events developed the pricing, project timeline and all contingencies for the creation and development of multiple engaging digital and physical interactives for its extensive visitor center makeover. By hosting bi-weekly planning sessions, the project and all milestones were kept on track.

OUTCOME

All Derse exhibit components were successfully installed and implemented within budget. With all KPI's achieved, the overall visitor attendance levels to the center increased, resulting in increased awareness and visitor attendance levels to various other local attractions. The project was completed successfully without having to over extend the current production team which was at full capacity.



DERSE

PROJECT MANAGEMENT:
PERMANENT EXHIBIT

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