



STRATEGY / PLANNING / PRODUCTION

HID

ON SITE SUPPORT - CONFERENCE

OVERVIEW

Recognizing they were over capacity in producing multiple events close together at the same time, **HID** contracted Idea Tree Events to provide supplemental on-site support to the corporate meetings team. As an extension of the HID meetings team, Idea Tree Events was brought in to manage attendee check-in, room blocks, audio visual, food, beverage, transportation and all off-site activities for 12 leadership and sales meetings. Ranging in size from 100 to 300 guests in multiple global destinations, the conferences and meetings featured a host of both content and relationship building activities.

APPROACH

As a seamless extension of HID, Idea Tree Events collaborated with the meeting and events team, providing frequent touchpoints to intake and review all program details. Idea Tree Events also conducted meetings with stakeholders, venue and vendor partners before each event, ensuring all details were correctly aligned. Detailed run of show documents were created for internal stakeholders' on-site use to ensure a smooth day-of experience. Potential gaps were identified and remedied through overall best practices of meetings and event management.

OUTCOME

An elevated participant experience was provided with an Idea Tree Events representative available at the hospitality desk to answer questions and provide guidance to participants, speakers, venue team and staff. This allowed the HID meeting stakeholders to successfully shift their focus to the quality content delivery and VIP management while Idea Tree Events focused on participant needs and venue management. Achievement of meeting objectives and positive participant sentiment was captured in data collected through a post event survey.



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