



STRATEGY / PLANNING / PRODUCTION

OVERVIEW

Recognizing the need for more experienced resources to produce successful outcomes, Reach Meetings & Events contracted with Idea Tree Events to support their network of freelance event professionals. Idea Tree Events was hired to plan and produce the Education Service Center Region X's annual Dyslexia Institute for 2,000 educators, 10 speakers & 20 exhibitor sponsors.

APPROACH

Idea Tree Events created a detailed project plan, identifying milestones to guide weekly planning sessions with conference stakeholders to allow for successful completion of planning tasks within budget. Creative solutions were developed to maximize use of the venue space which had originally exceeded capacity and to bring efficiency to narrow budgets defining education sector events. Idea Tree Events served as the single point of contact with the venue, vendor partners, speakers, sponsors, and exhibitors to create a seamless experience.

OUTCOME

Conference attendance expectations were exceeded, and a positive overall attendee sentiment was reported, with learning objectives and CE being achieved. Through providing a positive logistics experience before and during the event, Idea Tree Events garnered the support of several sponsors and speakers who noted a more positive experience in working with Idea Tree Events than in their experiences with other companies. The design and implementation of consistent and documented planning processes led to clients feeling well taken care of before and during the conference, promoting the likelihood of sponsorship renewal. Due to a highly successful overall experience, Reach Meetings & Events recommended using the planning tools and processes as a template for all of their planners and clients. Collaborating with Idea Tree Events allowed conference stakeholders to focus on content creation, attendee outreach and speaker recruitment instead of labor-intensive logistics.

REACH MEETINGS & EVENTS

LARGE SCALE CONFERENCE
PLANNING & PRODUCTION



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