

Case Study Telecommunications

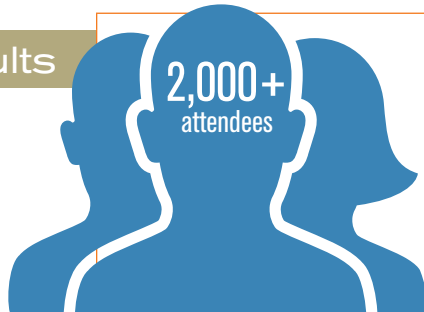
Challenge

A communications company needed support in engaging multiple audiences and managing a myriad of vendors in conjunction with their annual dealer conference.

Solution

BI WORLDWIDE developed a sophisticated timeline to manage all the components of the event, including partners, vendors, employees, dealers and entertainers. Project scope included management of all hotel contracts, food and beverage, transportation and event décor. The BIW web portal engaged each audience and streamlined the registration process. BIW also coordinated multiple payment plans for six hotels, a variety of travel patterns and 200 breakout sessions.

Results



The event drew 2,000+ attendees, exceeding its attendance goal and delighting the client.

“Thank you for making us look good. You’ve proved once again that I made the right choice in trusting you with our business”
-Senior Manager, Corporate Events

