

Keeping your Identity in a Crowd

For more than 17 years Creative Group has been helping our clients educate, network, and recognize.



About the Client

Our client partner is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Creative Group was asked to provide strategic sourcing, meeting planning and management for the annual North American Meeting, which brings together five business units, with an aggregate attendance of 2,500 participants over four nights. Creative Group is a preferred meeting partner supplier and has worked with the company for more than 17 years.

The Challenge

The client's meeting objectives included education, networking, recognition, integration and fun. It was also important to allow each business unit to maintain its own identity while still feeling a part of the larger group.

Logistically, the challenge was to find a hotel that could accommodate the guest rooms and meeting space needs, which included areas for general session, food & beverage, 55 concurrent breakouts and office space for this 2,500 person meeting.

The Solution

The agenda elements of the meeting have been built, analyzed and restructured to account for improvements each year. To address the identity challenge, a sub-general session follows the formal all-attendee general session to personalize content appropriately.

In the areas of networking and fun, we designed and executed large scale themed events. These combined unique entertainment and engaging interactive elements in social settings in order to foster social interaction between the business units.

Infographics were developed and strategically interwoven into the program to highlight individual accomplishments and focus on the importance of recognition from the previous fiscal year's performance.

To improve the attendee experience, we customized and streamlined the arrival and departure processes to avoid the feeling of being "cattled" in a large audience, successfully giving the experience a more personal feel without long lines and crowded areas.

The Outcome

While there are only a small number of hotels that can house this program, we have successfully contracted space and managed costs to minimize risk and drive savings each year.

Survey results regarding the participant experience have been measurably improved year-over-year and we continue to analyze the results to achieve even greater participant satisfaction.

Additionally, our client continues to look to our team as an integrated and knowledgeable partner in developing further refinements to enhance this meeting.



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