

# Designing a VIP experience

Creating a white glove experience for this high profile, inaugural event was critical to engaging the C-suite audience.



## About the Client

Cargill is a global producer and marketer of food, agricultural, risk management, financial and industrial products and services. Founded in 1865, this privately held company employs 142,000 people in 65 countries, making it one of the largest privately-owned businesses in the world.

## The Challenge

It was critical to distinguish Cargill's event from the many other C-suite risk management forums competing for the attention of the audience, which included financial and procurement leaders from many of America's most well known food companies.

The event branding, marketing communications and meeting content needed to be compelling enough to attract this in-demand, C-suite audience for a two-day summit at Cargill's Minneapolis campus.

In addition, Cargill looked to Creative Group, Inc. to deliver an exceptional customer experience in all aspects of logistics management.

## The Solution

Creative Group, Inc. named the event On Managing Risk to speak to Cargill's experience and unique, global perspective on managing agricultural commodity price volatility, and distinguish it from other executive level forums. The event logo was based on a field graphic that

underscored the variety and scope of Cargill's operations.

Creative Group, Inc. provided a creative brief detailing the tactics and timeline of the engagement campaign. Shortly before the Save the Date launch, we learned that Cargill planned to roll out a new corporate identity, and that this identity would be in place by the time the event occurred. So we worked with Cargill's agency, VSA Partners, to secure the draft identity guide, and redesigned all the event collateral to align to the new identity. In fact, the marketing communications for On Managing Risk were the first ever created with the new Cargill identity.



Our 8 year client partnership was a critical factor in quickly understanding the expectations for this high stakes event.

Meanwhile, our planning personnel carefully scrutinized everything from meeting venue, set design, hotel options, security, event & registration technology, attendee engagement, gifts and more to ensure that the overall experience stayed focused, on brand and on target to impress this top tier audience. Our attention to detail empowered the client to focus on their event content, which was in constant flux as speakers from Cargill's operations around the world got on board as the excitement began to build around On Managing Risk.

Creative Group, Inc. provided 10 staff to manage logistics onsite, and ahead of the event,

personally contacted each and every invited guest to review their registration and ensure that their needs were met.

## The Outcome

100 people attended the event, including 70 invited guests and Cargill staff - ideal for the size of the campus auditorium and an excellent turnout.

Spotme.com, a mobile app, was used to capture real-time responses from the audience. This meeting was also teleconferenced to multiple off-site locations globally, further raising the stakes.

Cargill received excellent marks from the invited audience, who indicated that they found high value in the summit and would attend a future event of this kind. Corporate leadership was equally proud of the event, which also received high marks in internal review.

The icing on the cake? Creative Group, Inc. delivered the event under budget.