

CLIENT: The Kresge Foundation

INDUSTRY: Non Profit

PROJECT: Grand Opening



CASE STUDIES



OBJECTIVES

- Coordinate an inclusive event to celebrate the opening of HomeBase, a community gathering spot and headquarters for the Live6 Alliance and the Detroit Collaborative Design Center.
- Reaffirm the Foundation's commitment to create opportunities for people with low income.
- Shine the spotlight on the recovery and revitalization of the city of Detroit and its surrounding neighborhoods.
- Engage residents, media, and community and civic leaders.

SOLUTIONS

- Serve as the hub of the client planning committee, engaging internal and external stakeholders as needed to achieve event goals.
- Schedule and coordinate efficient team planning sessions.
- Design event flow and setup to work within existing HomeBase footprint.
- Build on our community relationships to engage support of local businesses such as Detroit Sip.
- Recommend creative, non-traditional and/or themed grand opening elements and gifts.

RESULTS

- The event was well-attended and executed on time and on under budget.
- Special D Events received positive feedback from our client as well as HomeBase leadership.

“Thanks to this team for the hugely successful event! We feel very supported by this group and thankful for the collaborative effort!”

— Ceara O’Leary, Senior Designer & Project Director,
Detroit Collaborative Design Center

CLIENT: W.K. Kellogg Foundation

INDUSTRY: Non-Profit

PROJECT: W.K. Kellogg Foundation
Community Leadership Network
Class One and Two Meetings



CASE STUDIES



OBJECTIVES

- Coordinate a series of meetings in the W.K. Kellogg Foundation's priority communities – Michigan, Mississippi, New Mexico and New Orleans.
- Provide ways for fellows to decompress after a day of heavy content and sharing their personal experiences.
- Expose fellows to the local culture and community where meetings took place.

SOLUTIONS

- Arranged self-care activities such as chair massage, therapy dog appearances, painting classes and drum circles.
- Coordinated field trips in the local communities where meetings took place, providing fellows with an understanding of the area and their culture.
- Brought in local, cultural figures to welcome the group at the beginning of the meeting.

RESULTS

- 200+ fellows participated from across the U.S.
- High attendance at self-care activities
- Fellows sought out ways to get involved in the field trips when the meetings were in their community

CLIENT: Hope Starts Here: Detroit's
Early Childhood Partnership

INDUSTRY: Foundation Events

PROJECT: Summit & Exhibitors



CASE STUDIES

Special D
EVENTS



OBJECTIVES

- Partner with an event planning agency to serve as the “common thread” among all stakeholders including W.K. Kellogg Foundation, the Kresge Foundation and Marygrove College.
- Ensure a seamless event, despite having less than five weeks to plan.
- Conduct site visits and organize rentals for non-traditional indoor and outdoor event spaces.
- Create an environment where framework can move into action and where attendees can celebrate all of those who work tirelessly every day to serve Detroit’s young children and their families through Hope Starts Here initiatives.

SOLUTIONS

- To kick off planning, SDE conducted an immediate all-hands site visit to collect information, outline expectations and review best practices while everyone was together at the venue.
- Weekly planning calls with all parties were necessary to ensure planning elements were communicated to all efficiently and quickly. From these details, SDE created an event resume with key contacts, orders, layouts and schedules. We also included checklists for all stakeholders’ responsibilities.
- SDE discovered that one of the meeting spaces, outdoors, was too far from the overall summit location. We worked quickly to find a better space, involved a trusted tent partner and managed all permitting with the City of Detroit so that our clients could focus on the content.
- SDE managed nearly a dozen ideation stations where organizations involved with Hope Starts Here could host a table to engage with the community during breaks and networking time.

RESULTS

- After bridging the communication line for stakeholders, no information fell through the cracks despite the multiple clients involved in planning.
- The event resume allowed us to lead efficiently and make quick, knowledgeable decisions during production.
- Extensive Detroit knowledge and supplier relationships were valuable in managing the non-traditional venue and short timeline. We locally sourced suppliers and shared their branding signage to further promote the community.
- Client leadership arrived to smooth attendee logistics, engaging ideation stations and an overall well-planned event where all details were considered.

CLIENT: Auto Finance Company

INDUSTRY: Finance

PROJECT: Take Your Child to Work Day



CASE STUDIES



OBJECTIVES

- Honor “Take Your Child to Work Day” by opening up multiple offices to children so they can learn, have fun and get a taste of what it’s like to work in the finance industry.
- Incorporate company culture into all aspects of events to ensure each location offers a universal, consistent experience.
- Create a safe, engaging event space.

SOLUTIONS

- Created a universal, comprehensive event guide that detailed agendas, activities, volunteer roles, and group leader responsibilities for all locations.
- One central event website was created to house information for all event locations.
- Identified and partnered with a select group of suppliers to create a cohesive experience mirrored in each location.
- Executed strict allergen documentation beginning with the registration process where attendees were prompted to convey dietary restrictions and needs. Allergies were listed on each child’s name tag, a meal coupon, as well as their group leader’s paperwork.
- In line with company culture, a local non-profit, Fleece & Thank You, was engaged to lead a community service project with the children who crafted blankets and filmed a motivational video message for patients in the hospital.

RESULTS

- The event guide steered planning calls, key messages, task ownership, volunteer trainings, supplier updates and a how-to guide to follow on the day of the event. All members of the event planning team were aligned allowing flawless execution in multiple locations.
- Activities were consistent and communication was optimal due to the small, managed team of suppliers.
- Safe dietary protocol paid off with no allergic reactions reported and plenty of delicious food options.
- After participating in the community service project kids walked away from the event knowing they made a difference and will be providing warmth to a child in the hospital.
- Glowing feedback from the post-event survey, which was responded to by parents and volunteers.

Convenings 2.0

Connecting adult learning, communication strategies and event logistics to build stronger relationships

August 2013



A report prepared for the W.K. Kellogg Foundation
by Special D Events, Inc.



W.K.
KELLOGG
FOUNDATION™



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