

# PROVIDE EVENT PLANNING SERVICES FOR GSA NATIONAL TRAINING CONFERENCE

When GSA decided to bring regional groups from across the nation together for a first time meeting, they called on The Track Group to organize and manage their event. Over the course of this 6 month project, Track managed the complete process from site selection through post-event survey analysis.

## SITE SELECTION:

GSA consists of multiple groups nationwide. For this event, 5 of these groups were to come together for a management training conference. The location needed to be physically neutral to all the regions and be able to provide meetings spaces for up to 250 people. Track performed extensive research of nationwide facilities and presented a final location that best suited GSA's needs. Track then negotiated a contract to maximize GSA's budget.



## CONFERENCE MATERIALS:

Based on information gathered from the online registration, Track designed and assembled conference packets that included custom designed name badges, personal itineraries and meal tickets.

In addition, Track designed and assisted with content development for the conference agenda and post-event survey. This was used in the 100+ page conference notebook, of which Track reproduced 250 copies that were then placed into custom imprinted canvas bags with other giveaways, such as, pens and temporary tattoos of the conference logo.

## LOGISTICS & ON-SITE SERVICES:

Track consulted with GSA to identify meeting space requirements for each of the conference sessions, luncheon and group mixer. Track then acted as a liaison between GSA and the conference facility to ensure all needs were met including; A/V, food/beverage, seating arrangements and staffing.

## INVITATIONS & REGISTRATION:

Once the location and dates were selected, custom invitations were designed by Track to invite attendees and VIP's to register for the conference. Track created a custom online survey with informational pages, an online agenda, and a registration page that allowed the user to select their preferences for the conference including: meals, conference sessions, and arrival/departure dates.



In addition, Track ensured all materials were delivered on time and placed according to pre-event plans. On-site, Track provided staffing for the registration desk, which served as a central point of contact for attendees to receive conference materials, return conference surveys, and obtain information about the conference and/or facility.

## GRAPHIC DESIGN & THEME DEVELOPMENT:

Track assisted GSA with developing a theme and logo for the conference. The final products developed by Track, provided a visual representation of GSA's message that was used before and during the event via web pages, on-site signage, and conference materials.

## POST-EVENT SURVEYS:

Following the event, conference attendees were given a second chance to provide feedback on the conference via Track's online survey. (This mirrored the paper version that was supplied on-site.) This also ensured that the maximum amount of responses were returned to GSA, enabling them to track their return on investment and justify this conference as a recurring event for the future.

"It couldn't have gone better. The Track Group is the most wonderful thing that happened with this **conference**. Track handled all road blocks extremely well. We definitely **could not have done it without** Track's support – it just could not have happened. – **Marydel Kemp, GSA**

