

CASE STUDIES AND INSIGHTS



CASE STUDY #1

DELTA SIGMA THETA SORORITY, INCORPORATED NATIONAL CONVENTION

25,000+ Participants

Challenge

Bi-annually, in a city of the United States, the organization convenes its National Conference. The Delta Sigma Theta National Conference represents the largest gathering of African American sorority members in the nation- **25,000+ registered attendees**. Conference attendees include a wide-cross section of African Americans and others, which also represent some of the most dynamic and influential leaders in the corporate, foundation, nonprofit, entertainment and political communities.

Given the high-profile nature of the National Conference, the desire to create a lasting impression surrounding the event and a preference to instill anticipation among attendees, Delta Sigma Theta Sorority Incorporated wanted to improve the sensibilities surrounding event management, entertainment booking and production oversight.

Objective

Enhance the conference and entertainment management process by providing expert contract negotiations and flawless event management organization and oversight.

Solution

Compliment the conference's heritage and purpose with entertainment events that exceed the expectations of attendees. This was accomplished by booking high-profile and mainstream artists accompanied by optimal event execution befitting the largest gathering of influencers in the United States.

Results

Our Team streamlined the booking and production process to consistently come under budget during each conference, while raising the production quality of concerts, seminars and post events.

Artists and speakers included The O'Jays, Misty Copeland, Fred Hammond, Melissa Harris-Perry, Angela Bassett, Hill Harper, Mara Brock Akil, Brian McKnight, Fantasia, India Arie, and Gladys Knight.

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CASE STUDY # 2

Jazzy Summer Nights (JSN)

Attendance- 4,000+ Per Show

Challenge

Baltimore City, with a 66% African American population, was failing to provide relevant, beneficial and exciting cultural entertainment outlets targeting its young emerging and professional segment within the city's and region's boundaries. There were perceptions abound that Baltimore's sole attraction was the Inner Harbor, which only appealed to tourists.

As a result, Baltimore was not considered a lifestyle destination, but rather, a past through portal for influencers and trendsetters seeking cultural and entertainment variety. Surrounding cities, especially Washington, D.C. given its proximity to Baltimore, garnered the reputation as the preferred destination for hip and diverse options. This preference for Washington, D.C. positioned Baltimore as a minimal factor among urban cities on the eastern seaboard with substantial African American populations and as an unwilling provider of hip and diverse entertainment options.

Objective

Create an attraction designed to generate appeal for Baltimore as a desirable and culturally hip destination, with an emphasis on attracting a diverse demographic cross-section of Baltimore and the DMV focusing on the 25-54 year-old segment.

Solution

Unlike most major cities on the eastern seaboard, Baltimore did not provide a monthly outdoor music series – a signature cultural and social event for the 25 – 54 segment, which typically influence pop culture trends in the U.S. To prevent further migration of this segment to Washington, D.C., Philadelphia, New York, and Northern Virginia and in search of cultural music events, **Jazzy Summer Nights (JSN) was created.**

JSN is a monthly mid-week concert series running from June through September. Hosted in 2019 at South Point, in the heart of Baltimore's prized new development- Port Covington, featured music, vendors and sponsor pavilions. In addition to providing a regional cultural lifestyle and entertainment option for Baltimore, JSN restored and generated new revenue for local vendors and businesses that was otherwise lost to alternative discretionary spending options.

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To create impact, gain momentum and provide credibility for the event among 25– 54 year-old influencers, the marketing campaign for JSN had to be relevant, truthful, imaginative, passionate, intelligent, enlightening and fresh in its approach. A fully integrated social media marketing campaign was required to truly tap into the varying media usage habits of the target audience. The tactics included web, email, street teams, Instagram, Facebook, Twitter, and Linked-in.

Results

The event has grown from nonexistence in 1998 to an annual signature event for summertime lifestyle and entertainment in Baltimore since 1999. In addition to exceeding the original goal of creating an ongoing musical and lifestyle event hosted in the city, JSN now generates more than 25% cross-over market attendance among non-ethnic minorities.

Event attendees include local business professionals, students, young leaders as well as cultural enthusiasts traveling within the New York to Virginia seaboard. Monthly attendance averages 4,000. The closing 2019 event attracted 5,500 attendees.

JSN has become a vital “brand” for summer networking, lifestyle enhancement, and entertainment in Baltimore boasting an impressive list of food, beverage and retail vendors along with several leading corporate and in-kind sponsors.

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CASE STUDY #3

National Association for the Advancement of Colored People (NAACP)

Registered Attendees- 5,000+

Challenge

The National Association for the Advancement of Colored People (NAACP) is the nation's oldest pre-eminent civil rights organization. The NAACP Annual Convention is regarded as the event of the year for those engaged in civil rights advocacy and ensuring equality for all Americans.

Prior to our engagement of providing Entertainment and Event Management Services, the NAACP encountered entertainment budget overruns, declining musical production quality and lackluster enthusiasm among conference attendees surrounding the conference entertainment performances.

Objective

Enhance the event and entertainment management process to create financial and operational efficiencies relative to artist selection, contract negotiation, production quality (sound, lighting, backline), while seamlessly orchestrating air, hotel, ground transportation and artist catering needs.

Solution

Restructure, streamline and optimize the NAACP's event and entertainment related expenses and processes with a focus on providing fiscally responsible stewardship and a well-run professional event for conference guests. Utilizing **our** extensive event and entertainment contacts and expertise in the event and entertainment sector allowed the organization to restructure its event and entertainment related expenses and processes.

Results

Reduced the outlay for event and entertainment services by negotiating better and more favorable contracts while streamlining the event and entertainment management process. This resulted in a better selection and variety of artist who fit the NAACP preferred performance profile. Additionally, the upgraded artist selection process enhanced the overall entertainment experience for conference attendees and guests. And finally, reducing budget overruns while enhancing the event's enjoyment quotient has been regularly acknowledged by organization leaders and key stakeholders throughout the NAACP since 2000.

Artists and VIPs have included President Barack Obama, Secretary Hillary Clinton, President George Bush, Yolanda Adams, Patti Labelle, Maze-featuring Frankie Beverly, The Roots, and John Legend.

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**National
Urban League**

CASE STUDY #4

**National Urban League (NUL)
Registered Attendees- 8,000+**

Challenge

Each year, in a city where the Urban League has an affiliate, the organization convenes its Annual Conference. The National Urban League Annual Conference represents the largest gathering of African American professionals in the nation. Conference attendees include a wide-cross section of African Americans and others, which also represent some of the most dynamic and influential leaders in the corporate, foundation, nonprofit, entertainment and political communities.

Given the high-profile nature of the annual conference, the desire to create a lasting impression surrounding the event and a preference to instill anticipation among attendees, the Urban League wanted to improve the sensibilities surrounding event management, entertainment booking and production oversight.

Objective

Enhance the entertainment management process by providing expert contract negotiations and flawless event management organization and oversight.

Solution

Compliment the conference's heritage and purpose with entertainment events that exceed the expectations of attendees. This was accomplished by booking high-profile and mainstream artists befitting the largest gathering of African American influencers.

Results

Streamlined the booking and production process to consistently come in under budget during each year while raising the production quality of concerts, seminars and after-parties.

Artists have included India Arie, Chuck Brown, Erykah Badu, Jill Scott, Doug E. Fresh, DL Hughley, Gladys Knight, The Isleys and Brian McKnight.

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CASE STUDY # 5

National Penn Bancshares All-Employee Event

Attendees- 1,000+

Challenge

National Penn Bancshares ranked as the 7th largest commercial bank holding Company headquartered in Pennsylvania. The organization grew leaps and bounds by acquiring nearly a dozen community banks and non-banking financial service organizations that provide insurance, mortgage, equipment leasing and investment services to name a few.

As a result of this explosive growth, National Penn faced a bit of an identity crisis – both in the marketplace and among employees. Following months of research the organization developed a unique brand promise and tagline to help differentiate National Penn from competitors while creating a more emotionally charged connection with customers and prospects.

Objective

Create and execute an engaging event for more than 1,000 employees that would unveil the new brand promise, brand values and tagline to employees in a meaningful manner. It also marked the first all-employee event in 14 years.

Solution

Create and sustain excitement in the weeks leading up to the event and deliver an employee experience that exceeded expectations.

Collaborated closely with National Penn and its agency of record on all aspects of the event including the event planning/logistics, dinner details for 1,000+ people, program development, orchestrating the room layout and coordinating entertainment logistics

In less than 24 hours, the Valley Forge Convention Center was transformed into a classy and sparkling venue draped in black with a side stage for a live band, two 14-ft x 20-ft video screens positioned on either side of the stage and four additional 42-inch flat screens throughout the room. Tables were set for the 1,100 employees who registered for the event . . . and then even more tables were set at the last minute when we learned that an additional 100 people boarded the buses than expected.

Results

The successful execution of the event exceeded expectations of the employees and executives. Nearly 90 percent of National Penn employees attended the non-mandatory, all-employee event. Employees immediately embraced the new brand promise and tagline the day after the event by changing voice mail greetings, creating branded e-mail signatures and welcoming customers with: “how can I do something special for you today?” One week after the event when National Penn rolled out the registration for its half-day Brand Experience Workshops, which demonstrated exactly HOW to live the brand every day, employees flocked to the Intranet to enroll in the workshops. In fact, nearly half of the 68 workshops were booked within the first few days of registration.

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THE AFRICAN AMERICAN HERITAGE
FESTIVAL

CASE STUDY #6

African American Heritage Festival (AAHF), formerly AFRAM

Attendees- 200,000

Challenge

The AAHF (formerly AFRAM) celebrated a 25-year history in Baltimore. The festival had been celebrated at several venues throughout Baltimore; including the Inner Harbor and Pimlico Race Track.

Unfortunately, over time the festival lost its identity, corporate appeal and community support, which resulted in an all-time low attendance of 10,000 people in 2000.

Objective

Restore excitement, anticipation and support for the AAHF that met or exceeded the success enjoyed in years past.

Solution

Our team collaborated with the AAHF Foundation, executed a four-tier strategy for revitalizing the festival. The four strategic tenets were: (1) creating more attractive entertainment programming, (2) relocating to a better-suited venue-Camden Yards/M&T Bank Stadium Lots, (3) developing a robust marketing plan and (4) implementing a safe and family-friendly environment for attendees – all free of charge. Specific actions taken to revitalize the festival were as follows:

- Recruited volunteers from community groups and government agencies to help revamp programming. Participating agencies included; Baltimore City Police, Housing Department, Health Department, Sanitation Department and the Governor's and Mayor's Office.
- Produced an entertainment schedule that included national acts Patti Labelle, Maze featuring Frankie Beverly, Erykah Badu, Chaka Khan, Teena Marie, Donnie McClurkin, LL Cool J, and India Arie; while highlighting local acts such as Fertile Ground and Maysa.
- Expanded entertainment stages beyond the main stage to allow for entertainment programming for all age groups including a stage completely dedicated to kids and young adult interests.
- Created multiple community support "Pavilions" to provide valuable information to festival attendees in the areas of health awareness and prevention, housing and financing, education employment, children's and young adult activities.

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- Negotiated with the Maryland Stadium Authority to secure a larger venue that also provided easy access via multiple public transportation modes. Camden Yards served as the location for 12 years.
- Recalibrated the strategy driving the marketing plan to enhance outreach to communities in the Baltimore Metro area and key feeder markets such as Washington DC, Virginia and Philadelphia. The media campaign included radio, TV, print-bus backs, billboards, newspaper, the internet and grass roots street campaigns.

Results

The AAHF became the largest ethnic festival on the east coast and one of the largest in the country. Attendance increased from 10,000 in 2000 to 200,000 participants in 2010. The festival enjoyed corporate support from major national and regional sponsors such as Aerotek, Maryland Lottery, Baltimore/Washington DC McDonalds Owners, Moet Hennessy, Budweiser, State Farm Insurance, Chevrolet, Soft Sheen, Comcast and Geico.