

Build and sustain with an Embedded Team of event experts.

Network technology case study.

A global 100 technology company based in the U.S. looks to Crawford Group to provide a cohesive team of experts for a multi-year embedded talent service to deliver on their hybrid annual user conference and key customer events.

Executive summary

Crawford Group and the customer co-created a talent solution that helped them stay in compliance and avoid co-employment risks while delivering on some of their biggest customer engagement events. Crawford Group sourced a high volume of expert event talent that minimized the customer's liability and provided business continuity. In addition, we simplified integration with the operations workflow structure, which allows for a high level of flexibility in the dynamic practice of events.

Customer situation

This worldwide leader in networking, with more than 150 offices, 70,000+ employees, and customers spanning the globe, was experiencing employment compliance, talent attrition, and sourcing issues with existing vendors providing managed talent solutions for their events practice.

Approach

The customer issued a request for proposal (RFP) seeking a multi-year talent solution that would:

- Manage their co-employment risk
- Provide business continuity
- Maintain compliance
- Source a diverse slate of expert talent
- Deliver within budget
- Streamline workflow
- Minimize client management

Crawford Group's talent solution experts clarified the business needs and met with business stakeholders to further uncover and better understand their business drivers and expectations for the proposed solution. Crawford Group combined their broader understanding of this company's business, customers, processes, systems, and culture to provide a comprehensive talent solution to meet their needs.

Solution

Crawford Group co-created a unique three-pronged approach with the customer, using the Embedded Team service with a unified and streamlined management hub, aligning with the customer's digital transformation.

Crawford Group sourced three different but complementary teams to address marketing and customer engagement, program management, and the annual user conference. We immediately recognized the tribal knowledge and skill levels supplied by the previous vendor's talent, primarily 1099 workers. Crawford Group set forth on a mission to acquire 100% of the previous vendor's talent to maintain business continuity, providing them with competitive salaries, bonuses, and benefits. The additional two teams were sourced from the Crawford Group talent pool, and due to the size and timeframe for onboarding (30 days), we immediately began an aggressive talent recruitment campaign.

The embedded team talent was weighted, by design, with a high level of expertise, with two-thirds of the team having more than 15 years of experience, the majority being over 20 years.

Expert skills required

Team One

- Integrated marketing
- Digital strategy
- Content creation
- Social Media
- Paid media planning
- Sales enablement
- Audience segmentation
- Omnichannel marketing
- Martech
- SEO/SEM

Team Two

- Program management
- Project management
- Martech

Team Three

- Global event management
- Loyalty and sponsorship
- Program management
- Audience engagement
- Martech
- Audience segmentation
- Project management
- Sales enablement

Customer key talent requirements

- Technical expertise for twenty-one different Martech platforms and applications.
- The ability to work seamlessly and effectively with eighteen cross-functional businesses owners, including inside marketing, sales, corporate communications, engineering, and outside vendors.
- Ability to quickly onboard and work within eighteen established customer processes.

Measures of success

The customer chose Crawford Group looking to solve critical business challenges due to the failure of the strategy and talent offering implemented by their existing vendor. We are proud to maintain a customer satisfaction rating of greater than 90% quarter over quarter with this customer.

- Manage their co-employment risk:
 - One hundred percent of the talent working with the customer are W-2 employees of Crawford Group.

Measures of success continued,

- Provide for business continuity:
 - The customer has been able to flex and scale their customer events and engaging customers and prospects by delivering strategy, management, and implementation in thirty-nine global customer events and their hybrid annual user conference, which draws over 20,000 customers.
 - Crawford Group has closed talent and output gaps in the work that are often experienced through attrition, new skill requirements, or technology introductions.
- Maintain compliance:
 - Crawford Group has maintained 100% compliance with all of the customer requirements.
- Source a diverse slate of expert talent:
 - Crawford Group was able to source and continues to maintain a team of various skills levels, experience, and backgrounds to meet diversity requirements.
- Deliver within budget:
 - The customer has not incurred any additional costs related to items in scope for the Embedded Team services deployed by Crawford Group.
- Streamline workflow:
 - The work is always managed and completed within the embedded team, eliminating the need to outsource project work to other teams or an external vendor. As a result, this increased accuracy and time to completion.
- Minimize client management:
 - The embedded team is fully managed by Crawford Group, relieving the client of involvement in tasks such as resource bandwidth assessment, project traffic, assigning work, and managing potential resource gaps due to vacation schedules or missing skills.



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