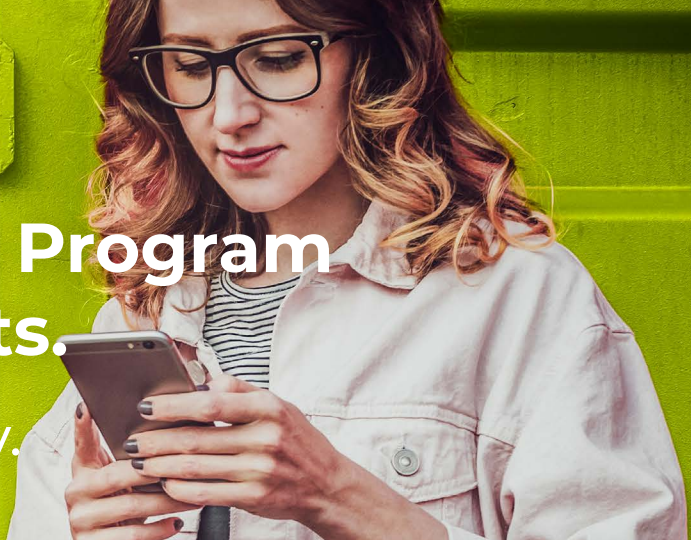


# Scale with Project and Program Management for events.

Software Company Case Study.



**When a market-leading business performance software company experienced multiple talent gaps in a short time, it relied on Crawford Group's event experts and industry knowledge to scale its events fast.**

## Executive summary

Crawford Group collaborated with this business performance software company to co-create a talent solution to quickly close mission-critical and strategic talent gaps, enabling the marketing organization to meet its sponsorship revenue target. In addition, new talent gaps were identified in the customer discovery process, which led to a new request for Crawford Group to secure an expert to organize and manage the cross-functional aspects of the event.

## Customer situation

Unplanned attrition in a key business area that drives revenue and value for customer experience and engagement is one thing, but having those people walk out with all of the knowledge is something else altogether. There is no time to find, hire, and onboard the right talent.

Short on staff and time, the company initially chose to supplement their two full-time event staff members with an expert sponsorship and partners program manager from Crawford Group.

## Approach

Understanding the difficult situation this customer was in, Crawford Group started by co-creating a clear task list of all the items that would need to be accomplished for them to reach their three-quarter of a million-dollar sponsorship target. They needed talent for a set period of time to:

- Fill critical talent and skills gaps
- Build strategy and processes that are repeatable
- Collaborate with and enable sales to meet the financial target
- Manage and coordinate diverse event activities
- Ready to work on day one

In addition, it became clear to the customer as they talked through the scope of the challenge that they needed more than a program manager for sponsorships; they needed project and on-site management.

Crawford Group immediately tapped into their database of expert talent, finding two people: one who could both drive strategy and interact with and represent the company with partners, and another who could project manage and execute the work.

## Solution

Crawford Group's extensive pipeline of ready-to-work experts made it simple to tap into highly qualified talent to support the customer. Our skilled sourcing team secured experts that could quickly partner and collaborate with each other, and the customer had the ability to onboard quickly, and immediately launch into the work at hand independently.

"Janice" had a rich strategic event background, including working for several of the "big five" business consulting companies. In addition, she had an excellent history of financial management and planning, sponsorship marketing, and had received industry awards for her work. She was selected to serve in the sponsorship management role.

"Eva" thrived in fast-paced, deadline-oriented environments with changing demands. Her leadership, experience with complex events at high-profile software companies, and ability to manage and collaborate across organizations made her a logical fit for the role. Her balance of strength, finesse, and flexibility would prove to be a useful asset in the customer's dynamic organizational environment.

## Expert skills required

### Event Expert One (Sponsorships)

- Strategic sponsorship program development, engagement, and management
- Sales enablement
- Finance and contract management
- Promotions
- Communications
- Content integration
- Independent self-starter
- Leadership capabilities
- Executive presence
- Relationship builder

### Event Expert Two (Program Management)

- Project management
- Communications
- Facilities and services
- Logistics
- Process development
- Collaboration
- Integrated planning
- Independent self-starter
- Relationship builder

## Measures of success

The customer chose Crawford Group because of our reputation for securing expert event talent and the flexible talent solutions we provide. When the workforce needed to flex and scale, Crawford Group was able to flex and scale with them.

- Fill critical talent and skills gaps:
  - After the initial assessment and start of work, the Crawford Group experts continued to collaborate with the client to identify work, processes, knowledge, and skills gaps. Ongoing assessments enabled the customer to add the needed talent, enhance the team's capabilities, and close critical gaps.

## Measures of success, continued

- Build strategy and processes that are repeatable:
  - Defined sponsorship packages and marketing
  - Built sales enablement kits
  - Executed event surveys
- Collaborate with and enable sales to meet the financial target:
  - Sales team was able to secure \$1M+ in sponsorship
- Manage and coordinate diverse event activities:
  - Identified cross-functional activities, interdependencies, and gaps for the customer
  - Show floor management
  - Speaker and session management
  - Invoicing and collection of sponsor funds
- Day one readiness to work:

This customer continues to utilize Crawford Group experts and our event talent solutions for events designed to facilitate sales pipeline development and customer engagement. They also chosen Crawford Group for specialty talent in a newly formed Marketing Program Management Office.



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