

## SPECIAL EVENTS CASE STUDY III

### **CLIENT OVERVIEW**

The American Health Information Management Association (AHIMA), the premier association of health information management professionals dedicated to improving the quality of medical records, brought their Annual Convention to Denver.



### **PROGRAM GOALS AND OBJECTIVES**

Each year they hold a Closing Party that is indicative to the host region. For Colorado the client wanted to create an event that would be unique and different from anything they'd done in the past. With the 2,500 group size, venues were limited and the client loved the concept of a Wild, Wild West theme and Rodeo to highlight our history and heritage. Most importantly, the event needed to have an abundance of entertainment through the entirety of the event space to ensure guests would have a great time all night long!

### **THE CHALLENGE**

The event complex, in itself, was a challenge. Denver offers very few attractive venue options that accommodate up to 2,500 people. We chose the National Western Stock Show Complex, although sufficient in size, has dirt floors, fluorescent lights and tons of open space. It was a creative challenge just to envision the facility with specialty lighting, décor and entertainment throughout. It turned out beautiful!

Overall logistics of the event proved to be complex as well. The arrival of several dozen musical entertainers and interactive characters and the delivery of casino equipment and décor had to be coordinated around access points to the area floor, sound checks, light checks, etc. all happening simultaneously. Our staff was well prepared and everyone stepped up to the plate to unselfishly assist in all areas and combat challenges.

### **THE RESULT**

The design complimented the overall event purpose by creating a continuum of interactive entertainment, food and beverage outlets and the Wild, Wild West ambiance around every corner. We met our clients' objective to provide an action-packed Rocky Mountain evening that had guests leaving energized - on a high note due to the amount of activity throughout the event. This was certainly an experience they won't forget.

### **ADDITIONAL SERVICES**

Throughout the week of the convention, The Arrangers' also ran an extensive tour program providing guests with optional tours throughout Denver, as well as a tour to Colorado Springs and the Air Force Academy. Additionally, groups were transferred to Blackhawk and Central City to try their luck at the gaming tables, group tickets were purchased for the Award-Winning Lion King musical and a dine-around was arranged in historic LoDo.

*"What impressed me most is that ALL of the staff was friendly, upbeat and eager to assist. They worked effortlessly like a well oiled team whose only goal was to deliver a successful event to the client. Their attention to details in the profession of hospitality was superb and far beyond impressive."*

*Aleta Harris, Senior Meetings Manager, AHIMA*

