

## ACTIVITIES CASE STUDY - SUMMER

### **CLIENT OVERVIEW**

Archstone-Smith, an S&P 500 company, is a recognized leader in apartment investment and operations. With a current total market capitalization of approximately \$19 billion, the company's portfolio is concentrated in many of the most desirable neighborhoods in the Washington, D.C. metropolitan area, the San Francisco Bay area, the New York City metropolitan area, Boston, Southeast Florida, Chicago and Seattle. Archstone-Smith strives to provide great apartments and great service to its customers – backed by unconditional service guarantees.



### **PROGRAM GOALS AND OBJECTIVES**

Each year Archstone-Smith brings 300 of its top performers together for an all-expenses-paid celebration that includes various meetings, a casual evening of dinner and entertainment, an afternoon of recreational activity (individually chosen by each attendee) and a Gala Awards Dinner. The group is comprised of individuals who have excelled in all aspects of apartment operations – from janitors to customer service to management.

### **THE CHALLENGE**

For two years running, Archstone-Smith has challenged The Arrangers to provide its top performers with as many choices of recreational activities as possible since its top performers range in age, gender and athletic ability.

### **THE RESULT**

The Arrangers coordinated the following optional activities – including advance sign-ups, on-site management, roundtrip motor coach transfers and professional staffing:

- Paintball
- Mountain Biking
- Colorado Rockies game
- Spa Treatments
- Horseback Riding
- Shopping
- Whitewater Rafting
- Hiking
- Rock Climbing
- Golf
- Museum of Nature & Science

### **ADDITIONAL SERVICES**

In addition to coordinating the optional recreational activities for the program, The Arrangers coordinated all airport arrival and departure transfers, teambuilding, décor and entertainment for several receptions and décor, chair covers and centerpieces for each year's Gala Awards Dinner.

*"I had such a good time working with you. I learned a lot this past week. Like, I didn't know buses don't roll until I say they roll. Wow! So much behind the scenes work I was just not aware of until I had the pleasure to work with you." Lydia Berg, Primary Client Contact, Archstone-Smith.*

