

VENUE SELECTION CASE STUDY

CLIENT OVERVIEW

This corporate client was meeting in conjunction with the American Society of Therapeutic Radiology and Oncology (ASTRO) Annual Conference. During the week long program, Varian needed to plan several internal and external events including a Johns Hopkins Dinner for 50, a Leadership Dinner for 75, a Users Meeting Evening Event for 400 and a Reception open to all ATRSO attendees with an expected attendance of nearly 3,500.



PROGRAM GOALS AND OBJECTIVES

In a highly competitive market to gain the attention of conference attendees, Varian has led their field for many years. Each year at the ASTRO Conference it is not only about outdoing what they did the year before but outdoing their competition. They compete for the best venues, the best entertainment and the biggest 'wow.' It was the client's goal to remain on top!

THE CHALLENGE

From the initial phone call, the struggle with Varian's competitors began as we moved forward to secure the best venues, particularly for the 3,500 attendee reception. The added element of several decision makers delayed the process and we relied heavily on our relationships with the venue partners who were able to extend our holds until decisions were made.

We also had the challenge of working with two clients as they split the events internally due to workload. Our initial and main client was in charge of the reception and one of her colleagues was responsible for all of the other events. Communication was key and we kept it all in line!

THE RESULT

The program was hailed by Varian as a huge success and the venues selected to host their events were some of the best in town. The leadership dinner was held in a private area of the trendy Sambuca Jazz Café. The Leadership Dinner took place at the Walker Fine Art Gallery in the Historic Baker Neighborhood, just south of Downtown Denver. The guests dined amidst the artwork at tabled donning beautiful orange pintuck linens and surrounded by natural chavari chairs.

The Users Meeting Event was brought to the historic Wings Over the Rockies Air and Space Museum. Eight buses shuttled guests to this unique venue where cocktails and heavy hors d'oeuvres were served. The highlight of the program was the Reception, which took place at the Denver Museum of Nature and Science. We bought out the entire facility, opening up the exhibits for all attendees to experience. Food, beverage and array of entertainment was strategically placed throughout the museum. It was a huge hit!

"We hold this event every year & it's difficult to come up with something new & different. Well, The Arrangers did just that. The attention to detail and organization was amazing... nothing was left to chance for this event. Everything from the transportation to the delicious food to the creative entertainment – it was all done to perfection. And they respected my budget. When I had to reduce, suggestions were made that would not take away from the event. They are true professionals in every sense of the word." Diane Quinn, Trade Show Manager, Varian Medical Systems

