

# CASE STUDY

## Event Concept Development



ONE PARTNER. INFINITE POSSIBILITIES.

### Name of Program

Midcap Investors Conference

### Description of Client

Investment Banking Investors focused on the Midcap Markets.

### The Issue

This rapidly growing US-based investment firm was launching a media and event venture for the midcap markets. The objective was to build a profitable national brand online, a magazine and an annual conference for the midcap investor. They required professional consulting from a marketing and meeting services organization to launch the concept and provide logistic support around the conference portion of the strategy.

### Scope of Program:

The concept was for small-cap public companies. The firm felt that this target has different needs than S&P 500 companies as these organizations break ground with new products and ideas. They need partnerships, acquisitions and business development to create growth. Their strength is in numbers. The scope was largescale events, with B2B villages, specifically designed to help small-cap companies develop business, attract attention and connect with funding. What support would the firm need to launch this program?

The concept was built around driving at least 2,000 attendees in to a conference and business village over the course of 2 days. Attendees would learn, network and build relationships to grow their small cap venture. The business village would have at least 100+ exhibitors and the agenda would have a full educational platform for attendees. The program also included:

- Company financial presentation
- All-access conference registrations
- Participation in a 50,000 square-foot Attendee Experience
- 10' X 10' office-style, hard wall exhibition booth for Expo display
- Full-page company financial profile in Small Cap Guide, distributed to thousands of financial professionals
- Company description and financial goals in Small Cap Marketplace online and in the Small cap magazine
- The ability to showcase and demonstrate company products for two days
- Unrestricted B2B networking for two days

### Approach To Program

AMI employed a single point of contact, a meeting services professional, guaranteeing a high-touch, personalized experience for the organization. AMI built a strategic plan that included branding, creative, financial modeling, pricing development, and a tactical execution timeline. With this model, AMI would be able to provide quick, efficient solutions and address client needs without delay, providing the highest quality launch of the concept. With direct experience in launching new concepts, the team at AMI researched and developed a complete event business model. AMI exceeded specific milestones from the client including building a pricing model that fits the industry as well as a fully integrated event website. The AMI production team was also engaged to produce the on-site event over two days

### Role & Outcome

The successful launch of the small cap business expo was an unqualified success. In addition to meeting enrollment targets, the company was able to convert exhibitors in to advertisers on their ongoing media platform. AMI was awarded a multi-year master services agreement with the firm. The program went on to great success, producing two annual programs a year in this sector. AMI was disengaged after three years, as the company brought each tactical responsibility of the program in-house.

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