

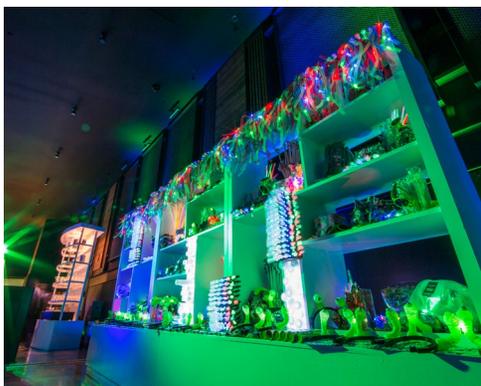
PROGRAM AT A GLANCE



Air Travel Creative Services Production Services Logistics Sourcing

"Convention could not have been better! The message, the speakers, the venue itself and the level of creativity were just out of this world! I am still wowed, just thinking about it."

- ATTENDEE



Challenge/Opportunity:

A major hospitality client G6 Hospitality hired Bishop-McCann to design, plan and execute their 2016 Convention for more than 1,500 attendees. The program objective was to create a dynamic event identity and environment that would serve as a platform for executives to communicate business goals, inspire brand alliance and build comradery between three very unique attendee types.

Response/Solution:

This three day convention, held at the beautiful Cosmopolitan of Las Vegas, was designed with the perfect combination of business sessions (General, Breakout, Trade show, Q&A Panels and Training), award presentations, team building, networking and FUN!

The program's theme entitled "Mission 6: Reach for the Stars" was created to support the CEO's message that focused on the new hotel star report rating system. It also paired well with the "Cosmo"politan hotel venue name. Business sessions incorporated the space concept with segment themes and visuals. Evening programs tied it all together with an astrological awards dinner, "Deep Space Disco" and an "Alien Invasion" party that was out of this world!

Our in-house production team worked closely with executives to create multi-channel session content that not only aligned with the meeting strategy but also engaged, inspired and motivated the audience as we brought the message to life with an immersive stage design that utilized 20 projectors on a 270° custom screen room wrap.

Bishop-McCann provided a dedicated account team to partner closely with the G6 Hospitality marketing team. With the attendee experience as the primary focus, our account team flawlessly executed each program component including hotel sourcing and negotiation, air travel, attendee registration, guest accommodations, food and beverage management, décor, team building, speakers and entertainment recommendations and negotiations, trade show/sponsorship management and ground transportation.

Outcome/Results:

Bishop-McCann delivered the program 5% under budget, provided negotiated cost savings and avoidance in excess of 20% of the overall budget, and received survey results with 94% of the attendee's rating an overall experience of satisfied to extremely satisfied.

1,577
Attendees

1,878
Ground Transfers

4,654
Hotel Nights Confirmed

707
Flights Booked

61
Trade Show Booths