

# Scale with Project and Program Management for Events

## Executive Summary

Crawford Group collaborated with this business performance software company to co-create a talent solution to quickly close mission-critical and strategic talent gaps, enabling the marketing organization to meet its sponsorship revenue target. In addition, new talent gaps were identified in the customer discovery process, which led to a new request for Crawford Group to secure an expert to organize and manage the cross-functional aspects

### Customer Situation:

Unplanned attrition in a key revenue-driving area is disruptive—especially when knowledge walks out the door with departing staff. With no time to hire and onboard replacements, the company brought in a Crawford Group expert to support their two full-time event staff and manage sponsorships and partner programs.

### Approach:

To help reach their \$750K sponsorship goal, Crawford Group worked with the client to outline key tasks and quickly identified the need for both strategic and on-site support. They provided two experts: one to lead partner strategy and engagement, the other to manage and execute the work.

- **Fill critical talent and skills gaps**
- **Build strategy and processes**
- **Collaborate with and enable sales to meet the financial target**
- **Manage and coordinate diverse event activities**
- **Ready to work on day one**

# Crawford Group's Solution

Crawford Group's deep bench of ready-to-work talent made it easy to quickly deploy the right experts. The sourcing team secured two professionals who could hit the ground running and work seamlessly together. "Janice," a strategic event leader with Big Five consulting experience and award-winning sponsorship expertise, was chosen to lead sponsorship management. "Eva," known for excelling in fast-paced, high-stakes environments, brought strong leadership and cross-functional collaboration skills, an ideal fit for the customer's dynamic needs.

## Expert Skills Required

### Event Expert One (Sponsorships)

- Strategic sponsorship program development, engagement, and management
- Sales enablement
- Finance and contract management
- Promotions & communications
- Communications
- Content integration
- Leadership capabilities
- Executive presence

### Event Expert Two (Program Management)

- Program management
- Communications
- Facilities and services
- Logistics
- Process development
- Collaboration
- Integrated planning
- Relationship builder



# Measure of Success

The customer chose Crawford Group because of our reputation for securing event expertise and the flexible talent solutions we provide. When the workforce needed to flex and scale, Crawford Group was able to flex and scale with them.

## ● Fill Critical Skills Gaps

After kickoff, Crawford Group worked with the client to identify gaps and quickly added talent to strengthen capabilities and close critical needs.

## ● Build Strategy and Repeatable Processes

- Defined sponsorship packages and marketing plans
- Developed sales enablement kits
- Executed post-event surveys to capture insights

## ● Enable Sales to Meet Financial Targets

Partnered closely with the sales team, helping them secure over \$1M in sponsorships

## ● Day-One Readiness and Ongoing Support

The client continues to rely on Crawford Group experts for events focused on sales pipeline growth and customer engagement. They've also selected Crawford Group for ongoing specialty talent support in new areas.

## ● Manage and Coordinate Complex Event Activities

- Mapped cross-functional activities, interdependencies, and process gaps
- Oversaw show floor operations
- Managed speaker and session logistics

## Ongoing Support

This customer continues to use Crawford Group experts and our event talent solutions for events designed to facilitate sales pipeline development and customer engagement. They also chose Crawford Group for specialty talent in a newly formed Marketing Program Management Office.