

# Build and sustain with an Embedded Team of Event Experts.

## Executive Summary

Crawford Group partnered with the customer to deliver compliant, low-risk event talent for major customer engagements. By sourcing expert staff and streamlining integration with operations, they ensured business continuity and flexibility in a fast-paced events environment.

### Customer Situation:

This worldwide leader in networking, with more than 150 offices, 70,000+ employees, and customers spanning the globe, was experiencing employment compliance, talent attrition, and sourcing issues with existing vendors providing managed talent solutions for their events practice.

### Approach:

The customer issued a request for proposal (RFP) seeking a multi-year talent solution that would:

- **Manage their co-employment risk**
- **Provide business continuity**
- **Maintain compliance**
- **Source a diverse slate of expert talent**
- **Deliver within budget**
- **Streamline workflow**
- **Minimize client management**

# Crawford Group's Solution

Crawford Group partnered with the customer on a three-pronged Embedded Team approach to support their digital transformation, uniting marketing, program management, and user conference efforts under a streamlined management hub. To ensure continuity, Crawford Group acquired the previous vendor's 1099 talent, offering competitive compensation. Two additional expert teams were rapidly sourced from Crawford's talent pool, with most members bringing 15–20+ years of experience, all onboarded within 30 days.

## Team One:

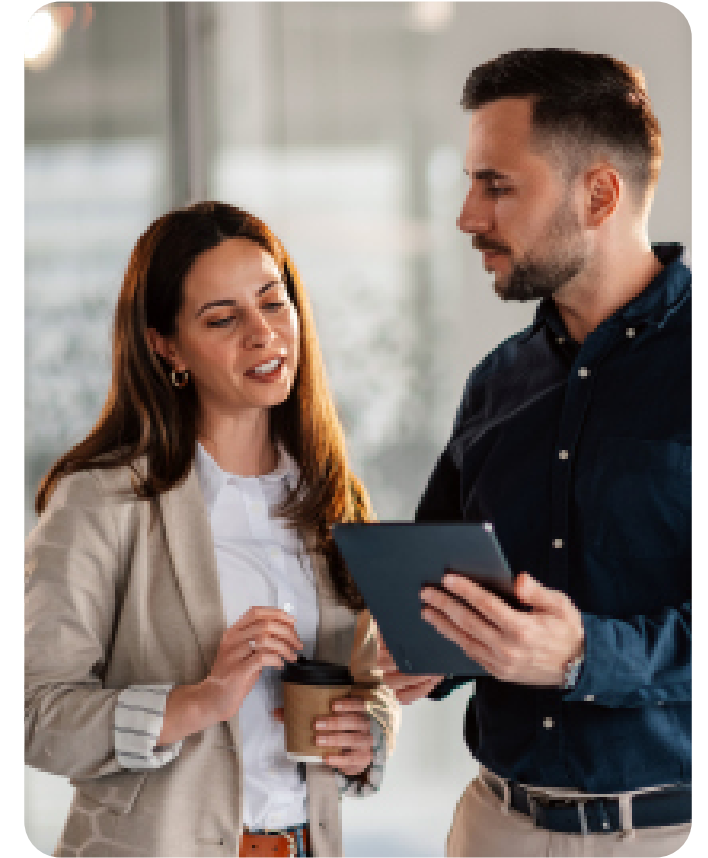
- Integrated marketing
- Digital strategy
- Content creation
- Social media
- Paid media planning
- Sales enablement
- Audience segmentation
- Omnichannel marketing

## Team Two:

- Program management
- Project management
- Marketing technology (Martech)

## Team Three:

- Global event management
- Loyalty and sponsorship programs
- Program management
- Audience engagement
- Marketing technology (Martech)
- Audience segmentation
- Project management
- Sales enablement



# Measure of Success

The customer chose Crawford Group looking to solve critical business challenges due to the failure of the strategy and talent offering implemented by their existing vendor. We are proud to maintain a customer satisfaction rating of greater than 90% quarter over quarter with this customer.

## ● Co-Employment Risk Management

100% of the talent supporting the customer are W-2 employees of Crawford Group, ensuring full compliance and risk mitigation.

## ● Business Continuity

- Crawford Group enables the customer to flex and scale for both day-to-day initiatives and major events.
- Delivered 39+ global events and a hybrid annual user conference drawing 20,000+ attendees.
- Closed critical talent and output gaps caused by attrition, new skill needs, or technology changes.

## ● Regulatory Compliance

Maintained 100% compliance with all customer requirements since engagement began

## ● Diverse Talent Sourcing

Successfully built and maintained a diverse team with a range of skill levels, experiences, and backgrounds to meet both operational and DEI goals.

## ● Budget Adherence

Delivered all Embedded Team services within scope and budget, with no additional costs incurred by the customer.

## ● Streamlined Workflow

- Work is fully executed within the Embedded Team, eliminating the need for outsourcing.
- This has resulted in improved accuracy, efficiency, and faster turnaround times.

## ● Minimized Client Management Load

- The team is fully managed by Crawford Group, reducing client involvement in:
  - Resource capacity planning
  - Project workflow management
  - Skill gap coverage due to vacations or shifting priorities