

Empowering Global Connect:

\$18 Billion-Dollar IT & Consulting Organization
Achieves Giant Success With Our
— Custom Event Solution —



HIGHLIGHTS



**"Wow" Attendee
Experience and
Client Delight**



**Unforgettable
Cruise Dinner
Affair**



**Amplified
Global Brand
Impact**



Event Overview

Set against the backdrop of the vibrant city of Washington, our client hosted a grand conference gathering luminaries from diverse corners of the globe. Several teams from manufacturing and insurance divisions united to brainstorm innovative sales strategies. Anticipation filled the air as the nexus of inspiration and collaboration drove transformative ideas.



Client Bio

Our esteemed client, a global leader in technology services and consulting, empowers businesses with digital transformation. With expertise in AI, cloud, and analytics, they deliver transformative solutions for innovation, cybersecurity, and manufacturing. Backed by a legacy of innovation, diverse talent, and a 250+ Fortune 500 client roster, they drive technological advancements and sustainable growth.



Client Objectives

Our Client aimed to create a dynamic convergence of internal teams and external visitors from the manufacturing division during a 3-day conference and insurance division over a 1-day conference. With impactful speaker sessions as highlights, the event welcomed 150+ passionate attendees, fostering collaborative efforts to harness collective wisdom and ignite innovative sales strategies.



Client Requirements

To facilitate a comprehensive event for manufacturing and insurance divisions, our client had specific hosting requirements:

- End-to-end F&B services, featuring a Welcome Dinner and a farewell Gala Dinner on a Cruise with a DJ, all complemented by an exquisite collection of wines.
- Conceptualised giveaways
- A cutting-edge AV setup at the conference venue to facilitate engaging presentations and discussions during the event.





Key Challenges

To facilitate a comprehensive event for manufacturing and insurance divisions, our client had specific hosting requirements:

- In the final moments, the cruise operator informed our event management team that they could not proceed with the scheduled cruise due to a lack of the required permit from the Coast Guard.
- Our team faced challenges in procuring a large number of giveaways within a tight timeframe. Additionally, we faced billing discrepancies from the hotel, which required careful attention and resolution.



Solutions

Welcome Soirée: Our event management specialists meticulously orchestrated an unforgettable evening, treating the attendees to a spectacular dining affair at vibrant and renowned restaurants in the heart of Washington, DC.



Cruise Farewell Gala Dinner: Given the unforeseen cruising permit restrictions, our skilled event management team vigorously negotiated with the cruise operator. Determined to secure proper compensation for the setback, they advocated for enhanced deliverables, encompassing delectable snacks and extended hours for indulging in refreshing beverages on a parked cruiser.

Moreover, as a gesture of goodwill and compensation, we procured 50 passes for an all-inclusive VIP cruise ride that remains valid until 2023, allowing our guests to relish in luxurious voyages throughout the year.

Recognising the anticipation and excitement surrounding the cruise, team B2B Sales Arrow went the extra mile by arranging a water taxi for an hour, enabling individuals to savour the experience they had eagerly anticipated.

Their strategic mastery ensured that our Client's demands were met and amplified, adding grandeur to the overall experience.





Conceptualised Giveaways: In a gesture of gratitude, attendees were gifted with MK passport wallets for the manufacturing division and trending Samsung Galaxy tablets for the insurance division on behalf of the client. This thoughtful token expressed appreciation for their presence, adding a touch of elegance to the event. It was a small yet meaningful way to recognise their importance and enhance their experience.

AV Setup: A sleek, cutting-edge AV setup with a high-quality projector, speaker, and microphone to foster dynamic discussions during the conference.



Results

Our esteemed client expressed utmost satisfaction, remarking on the seamless execution of the event without a single hiccup. Their delight was evident as they praised the flawless operation, highlighting the absence of any technical or logistical issues.

Our Client's positive feedback resonated with the entire B2B Sales Arrow team, affirming our hard work and meticulous attention to detail. The event's resounding success was a testament to our unwavering commitment to excellence and our ability to deliver an exceptional experience that exceeded expectations.





Client Testimonial

“

“It’s such a great experience working with you. This is why I work with you guys and not any other company. I appreciate the respect you guys have. I wish you all well. This will be the start of something great for you guys! Keep working hard!”

**- Director
(Marketing & Manufacturing)**

”

“

“Our organizing team was pleased with the agility and speed that your team worked – and helped create a “wow” factor.”

- Sr. Client Partner

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About B2B Sales Arrow

Based out of New York/Bangalore, B2B Sales Arrow is a globally trusted research-based Marketing Technology company with specialisation and a proven track record in



Global Events
(In-person, Virtual, & Hybrid)



Lead Generation



Active Prospecting
(On-ground Lead Generation)



Global Contact Discovery Solutions



Custom Market Research



Corporate Media Production



Social Analytics



Advanced Digital Solutions

Thriving on a passionate workforce of 60+ sharp professionals, Team B2B Sales Arrow assists multi-billion-dollar organisations in carrying out their End-to-End Lead Generation, Booth Design & Production, and Branding initiatives at global benchmark events such as



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