



DMCNETWORK
COMPANY

THE DETAILS



END USER
LAND O' LAKES

PROGRAM
RUSTIC ELEGANCE

LOCATION
ST. LOUIS, MISSOURI

DATE
AUGUST 4, 2014

ATTENDEES
200+

OUR PLAN

"Elegant and rustic outdoor picnic." This was the directive given to us by our client when she called in a panic two weeks prior to her event. She had been given control of her company's Leadership retreat at the eleventh hour and needed us to bring her vision to life for the final evening's dinner. The group would be meeting at the company's research facility located about 45 minutes outside of downtown. The campus of the research center features rolling acreage and also features a working farm as they produce animal feed among other products. The centerpiece of the campus is an outdoor pavilion that overlooks a lake and is accessed by a wooden bridge.



2015 ADMEI
ACHIEVEMENT
AWARDS

THE CHALLENGE

We faced a number of challenges in planning this event. With a group size of this size, the existing outdoor pavilion was not large enough. Additionally, the covered bridge to access the space is a historic structure and has a low height clearance preventing easy access. We also faced some push back from the team on-site at the research center. They had traditionally handled all event logistics and the fact that our client had brought us in to produce this high-level event ruffled some feathers. We provided our client and the onsite team many options and included them in every step along the way, making them feel part of our team.



OUR SOLUTION



As the night came to a close, our client was amazed at what we had created for the event. The evening turned out exactly as our client had envisioned and what we had presented. We created a great partnership with our vendors and clients, ensuring everyone was on the same team. We helped make our client look good and, at the end of the day, that is what it is all about!

BEST INNOVATIVE EVENT \$50,000-\$100,000