

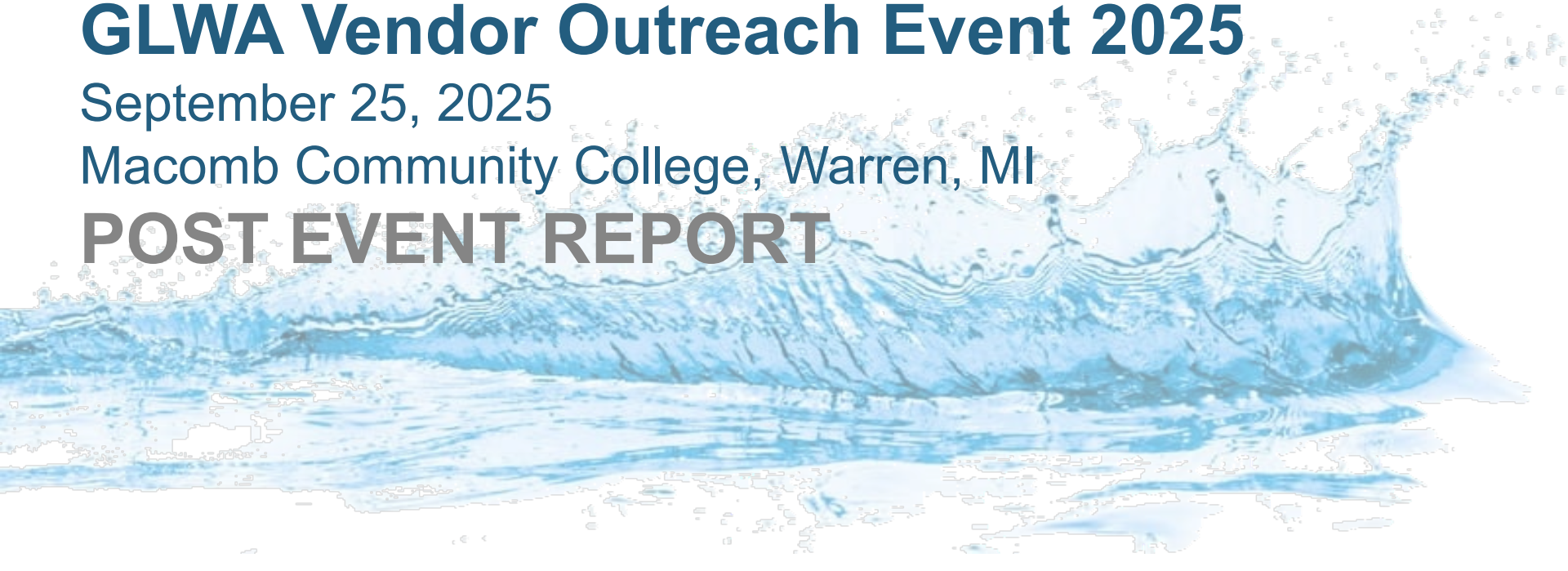


GLWA Vendor Outreach Event 2025

September 25, 2025

Macomb Community College, Warren, MI

POST EVENT REPORT



OVERVIEW

The following report includes the post-event evaluation and future event recommendations. As identified in our contract it was important that Annie Kruse, LLC (AK, LLC) provide event coordination for the GLWA 2025 Vendor Outreach Event, support all meetings and event activities with the assigned GLWA project manager, and prepare for and ensure that the event could be shifted from an in-person event to a virtual event with minimal disruption. It was also important that they deliver a smooth and easy check-in process for attendees. Based on evaluation results and onsite conversations, this deliverable was achieved.

PRE-EVENT SERVICES

- **Provided Marketing Assistance.** Worked with GLWA Staff on various communication pieces important to event promotion that included providing wording for 'Save the Date' notifications, email/web event announcements, and attendee registration confirmation.
- **Managed Online Event Registration System.** AK, LLC used Whova, a conference app that provided an online registration process, agenda, documents sharing and speaker webpage for easy website use. Whova presented a professional and polished look with minimal GLWA staff support. AK, LLC provided management for the registration process pre-event and met the goals for a smooth registration process and data collection.
- **Worked with GLWA Staff to develop agendas, handout materials, and other meeting information for posting on the Event App.** Added all details to the Whova Event App and supplied GLWA with content to add to their website for event promotion.
- **Worked with event venue on menus, room set-up for each session, including linens, tables, chairs, and technology needs.** This required an in-person meeting at the venue and phone/email correspondence.
- **Worked with GLWA Staff on timeline to send out email event reminders and promotion.**
- **Coordinated registration desk and materials with an automated system which is integrated with the Consultant's registration system.**
- **Attended weekly meetings with GLWA Staff to review event details and task lists.**

OVERVIEW

EVENT DAY MANAGEMENT

- Worked with the venue to ensure adherence to expectations for timing, set-up, rooms, food, etc. AK, LLC assisted GLWA with a better meeting space layout and room allocation for the event content. Food and AV costs were contained by reducing meeting rooms for breakouts and in person counts based on experience working with events.
- Provided all necessary staff to greet and process registrants, assist with traffic flow, name tag distribution, etc. efficiently. AK, LLC set up the registration process in a way that eliminated bottlenecks, warmly greeting attendees upon arrival with additional onsite staff support. Most attendees had downloaded the Whova Conference App and were prepared to check in with the QR Code. Throughout the event and peak guest arrival times, the registration process was efficient, professional, and provided a friendly guest greeting at the beginning and conclusion of the event. Provided onsite badge printing.
- Assisted in the submittal of surveys by participants. AK, LLC set up an event evaluation using [surveymonkey.com](https://www.surveymonkey.com) to gather feedback from event attendees. This link was provided through the event app used for registration and communication.

POST-EVENT SERVICES

- Met with GLWA to debrief immediately following event.
- Reviewed event invoices for accuracy before submittal to GLWA for payment.
- Collected, analyzed, and provided a written summary of the survey results.
- Researched 2026 event locations based on GLWA member areas.

Annie Kruse, LLC appreciates the opportunity to provide our event management services to support the GLWA's Annual Vendor Outreach event.



GLWA Vendor Outreach Event 2025

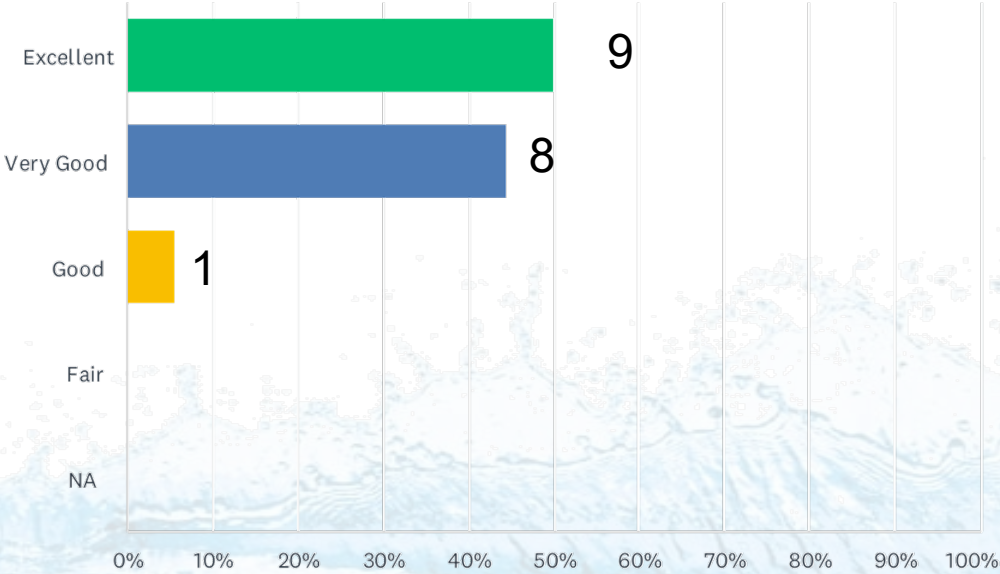
EVALUATIONS RESULTS

18 evaluations received



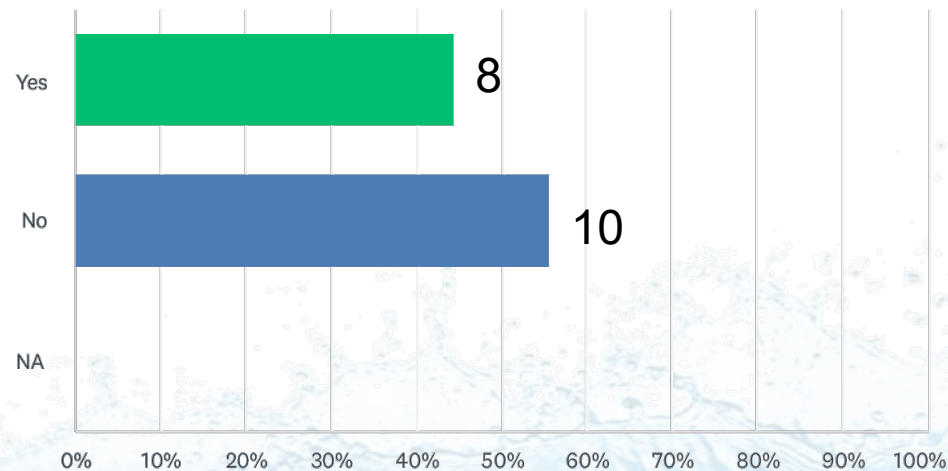
Q1: Overall, how would you rate the GLWA Vendor Outreach event?

Answered: 18 Skipped: 0



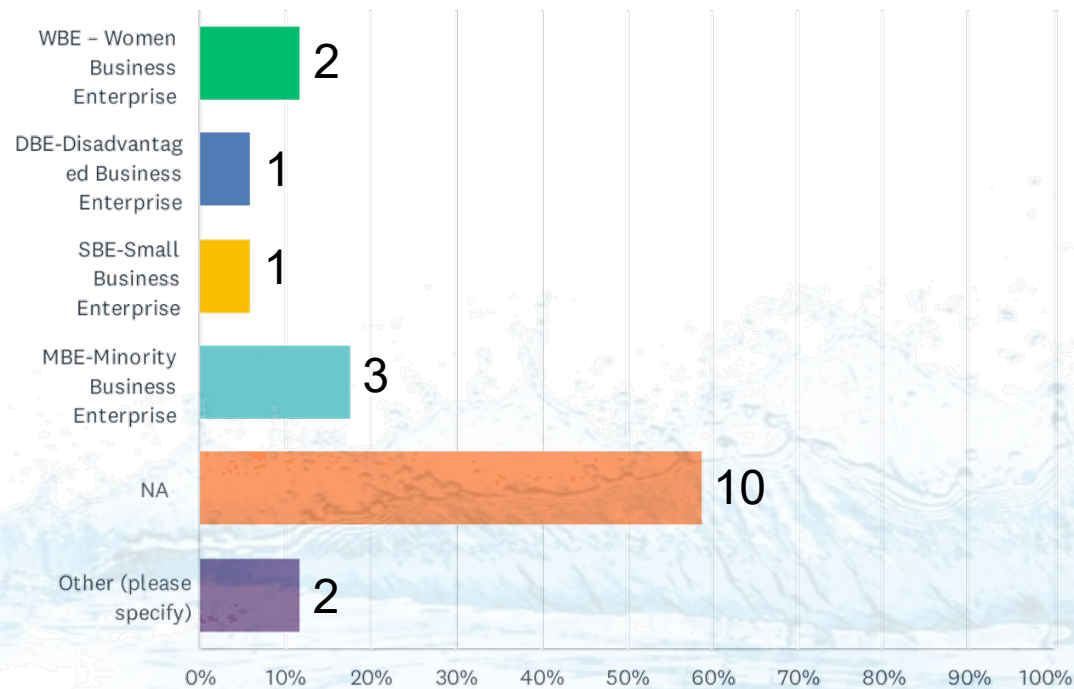
Q2: Was this the first time you attended the GLWA Vendor Outreach event?

Answered: 18 Skipped: 0



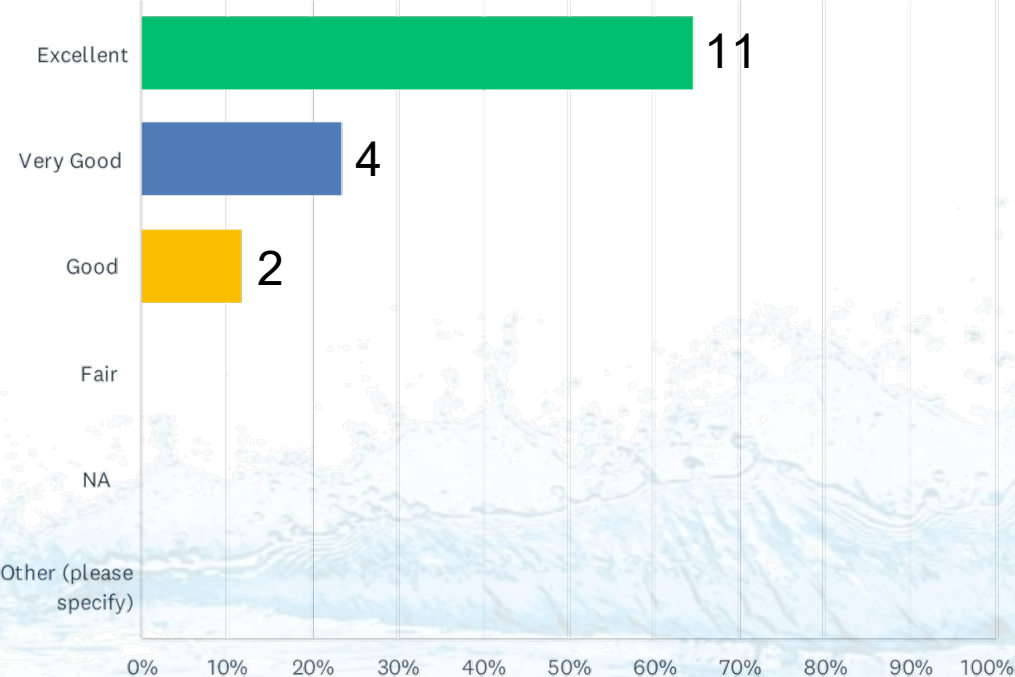
Q3: Does your firm hold any of the diversity certifications listed below.

Answered: 17 Skipped: 1



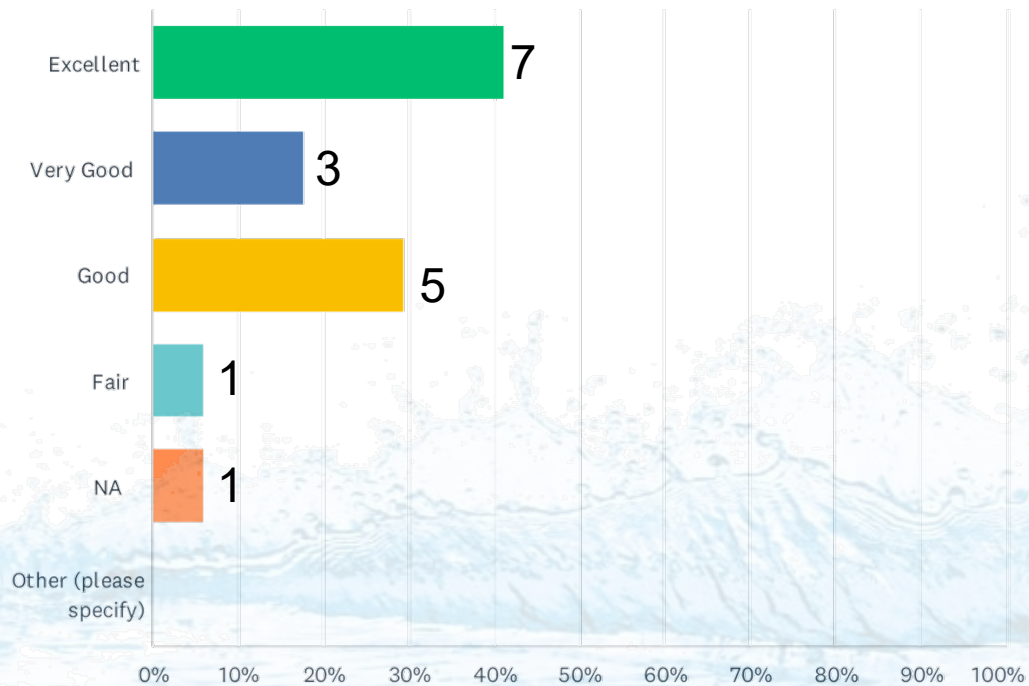
Q4: Please rate the registration process.

Answered: 17 Skipped: 1



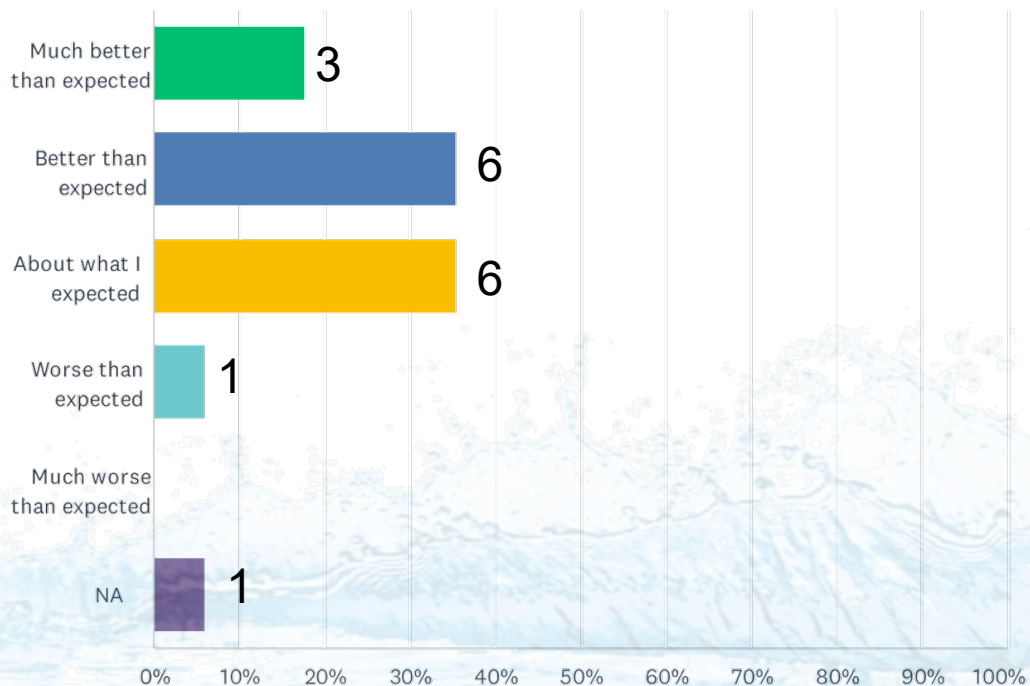
Q5: Please rate the Whova Event App

Answered: 17 Skipped: 1



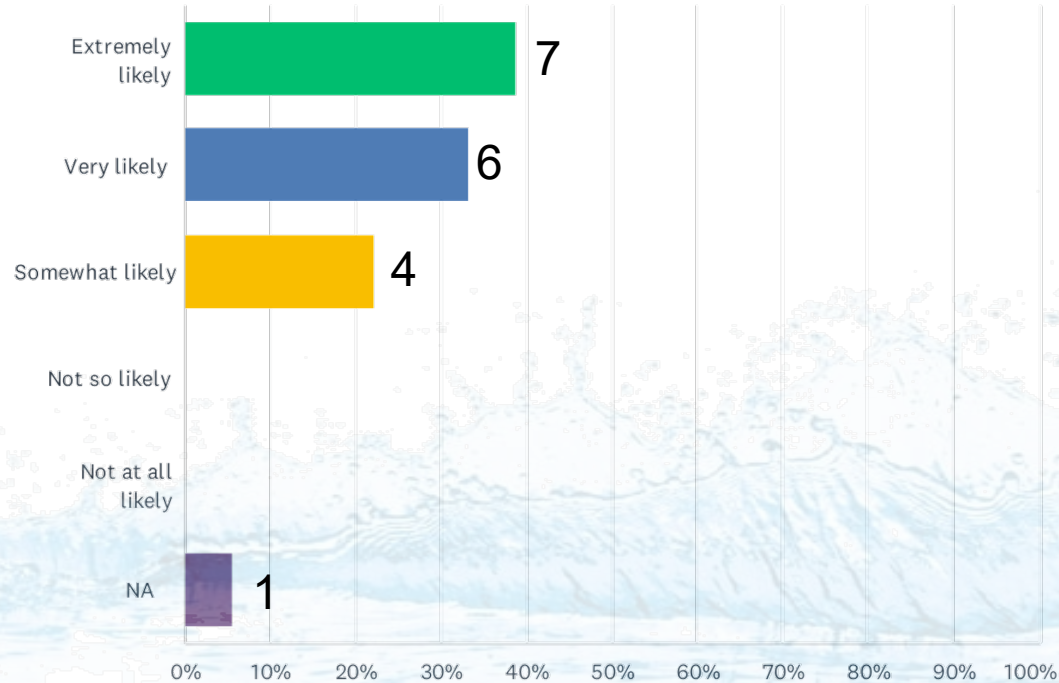
Q6: How well did the Vendor Outreach event meet your expectations?

Answered: 17 Skipped: 1



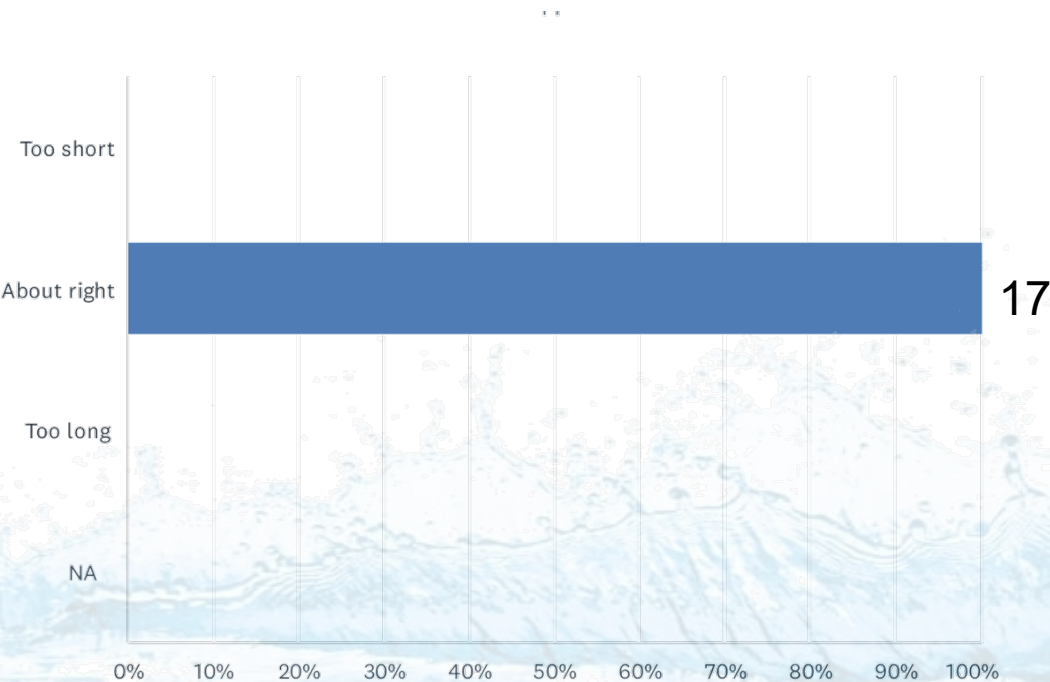
Q7: Based on your experience at the GLWA Vendor Outreach event, how likely are you to attend future events?

Answered: 17 Skipped: 1



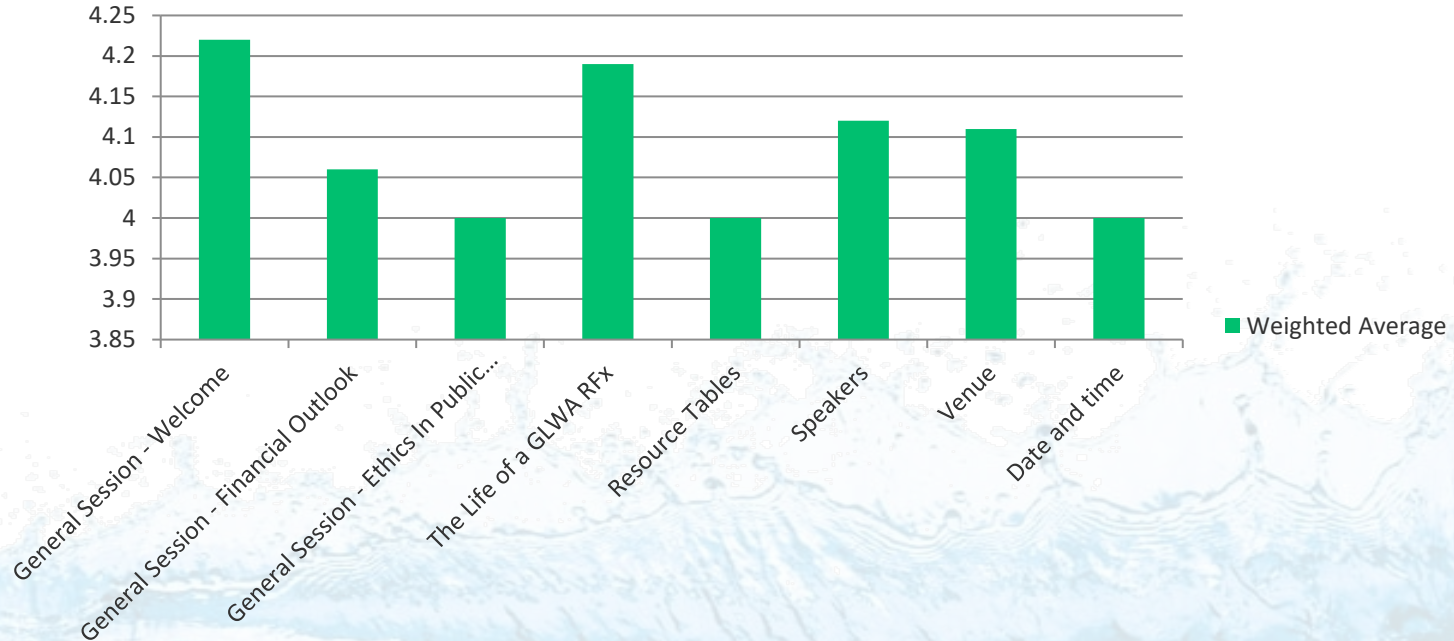
Q8: Do you think the GLWA Vendor Outreach event was too short, about right, or too long?

Answered: 17 Skipped: 1



Q9: Please rate the following aspects of the GLWA Vendor Outreach event.

Answered: 18 Skipped: 0

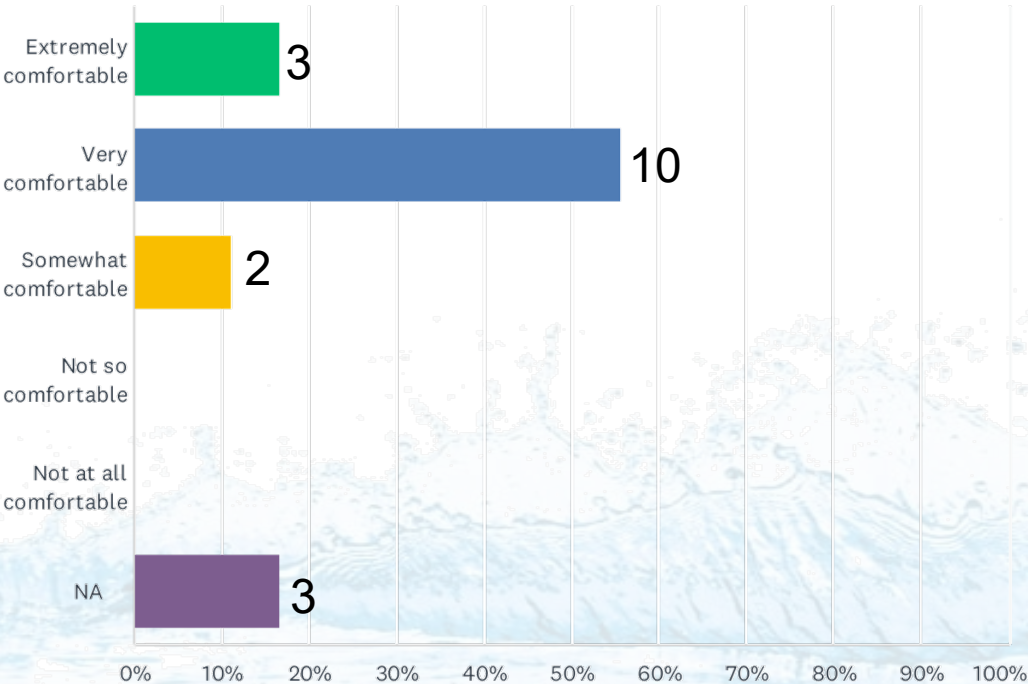


COMMENT:

- We were hoping for more networking time with the GLWA staff also maybe a later start and do a lunch to allow for more networking. We would be totally ok paying to attend if it is a cost issue

Q10: How comfortable did you feel asking questions at the GLWA Vendor Outreach event?

Answered: 18 Skipped: 0



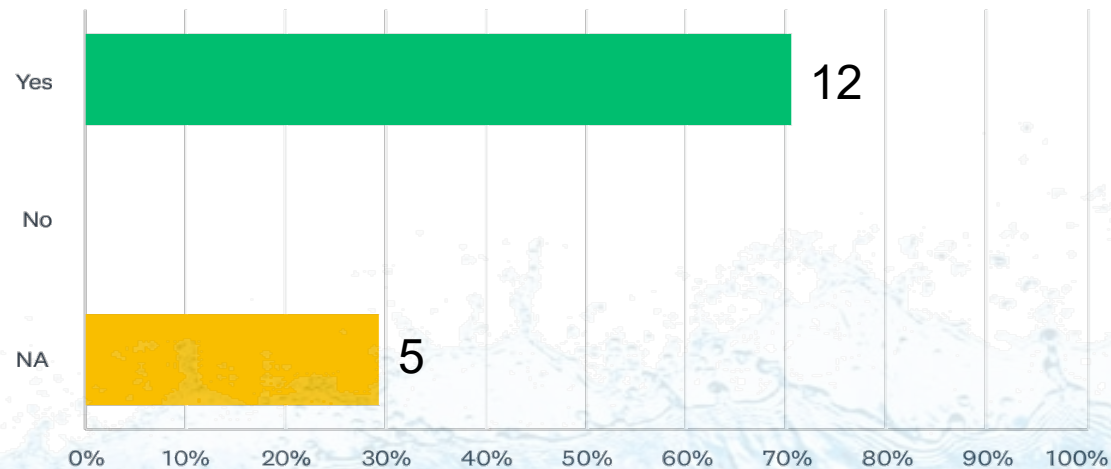
Q11: What was the single most valuable thing you learned at the GLWA Vendor Outreach event?

Answered: 12 Skipped: 6

- Pipeline procurement
- The Life of a GLWA RFx
- Presented incremental annual adjustments to the water & wastewater rates far surpassed expectations and exceeded trends of other utilities authorities.
- Networking with members of GLWA
- Networking
- Evaluation process
- How to work with GLWA. We are already a vendor, but a good reminder.
- Only reach out to procurement for needs and questions.
- Prime vs. Subcontractor relationships in procurement and execution of projects.
- Approach is most important item when responding to an RFP.
- All the different vendors needed for water and wastewater.

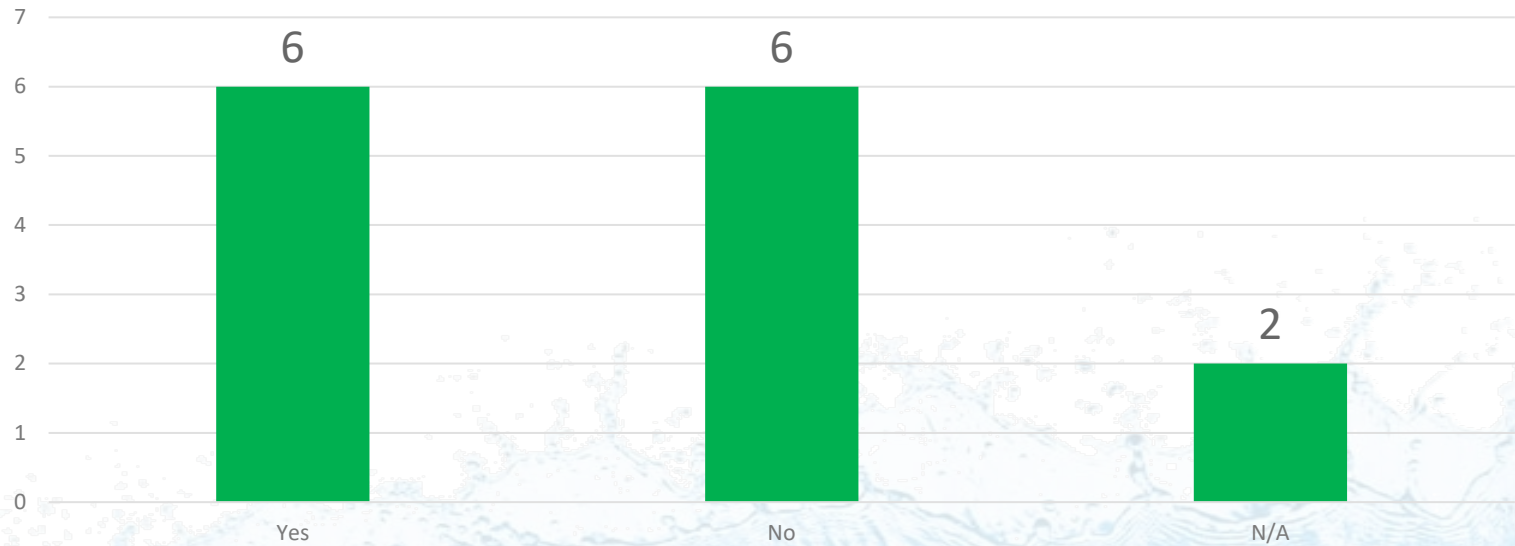
Q12: Now knowing more about GLWA, are you more likely to respond to procurement solicitations?

Answered: 17 Skipped:1




Q13: If you answered YES to Question 12, are you a current or previous GLWA vendor?

Answered: 14 Skipped: 4



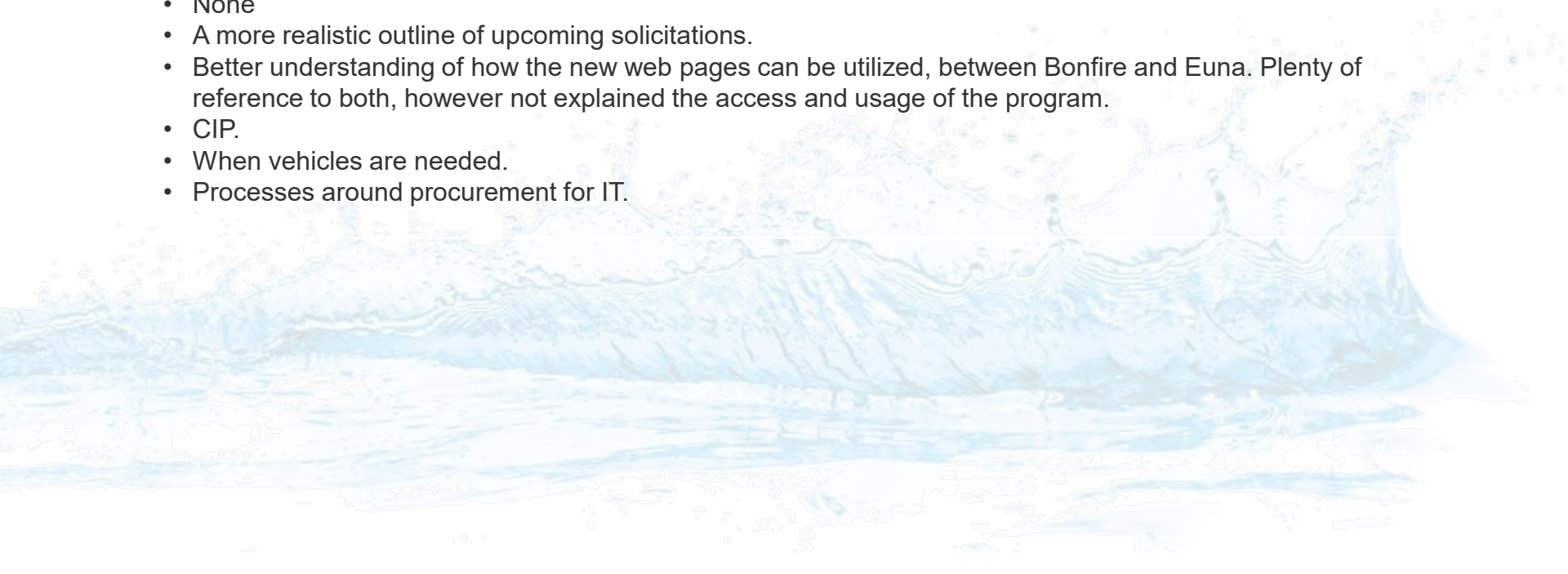
Q15: What program changes or topics would you like to see at future events?

Answered: 9 Skipped: 9

- Micro coverages of Individual upcoming CIPs for next year.
 - A more focused presentation of the 5-year CIP Plan.
 - I would prefer to sit on smaller more specific focused session rather than one long overview with a bunch of information we already knew.
 - Combine with CIP.
 - Get to know IT and Procurement team more in depth.
 - More of the same.
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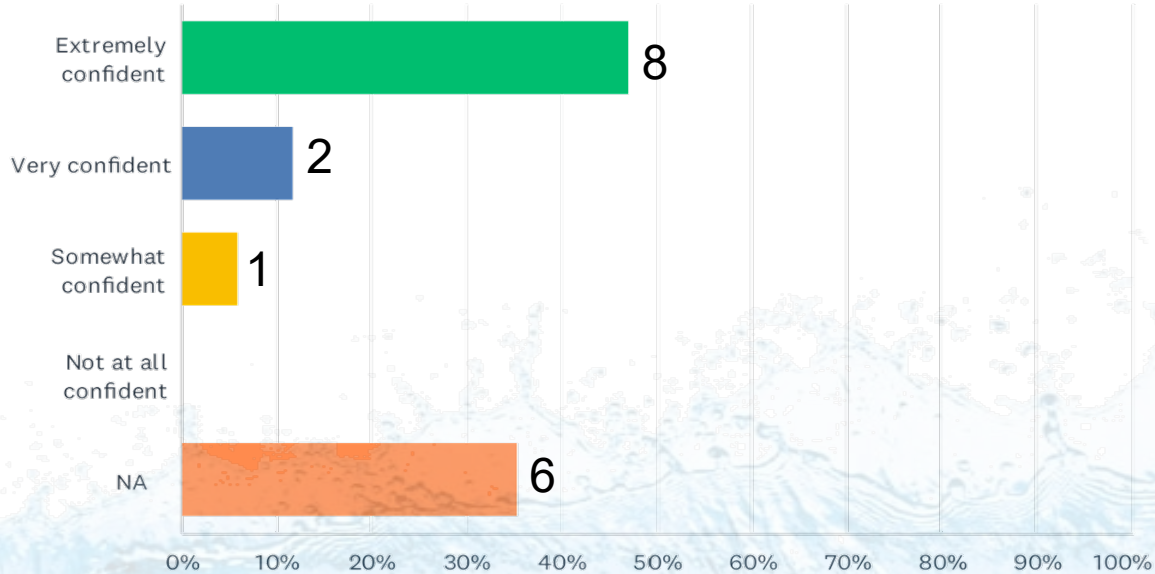
Q16: What information would be helpful to you regarding doing business with GLWA?

Answered: 6 Skipped: 12

- None
 - A more realistic outline of upcoming solicitations.
 - Better understanding of how the new web pages can be utilized, between Bonfire and Euna. Plenty of reference to both, however not explained the access and usage of the program.
 - CIP.
 - When vehicles are needed.
 - Processes around procurement for IT.
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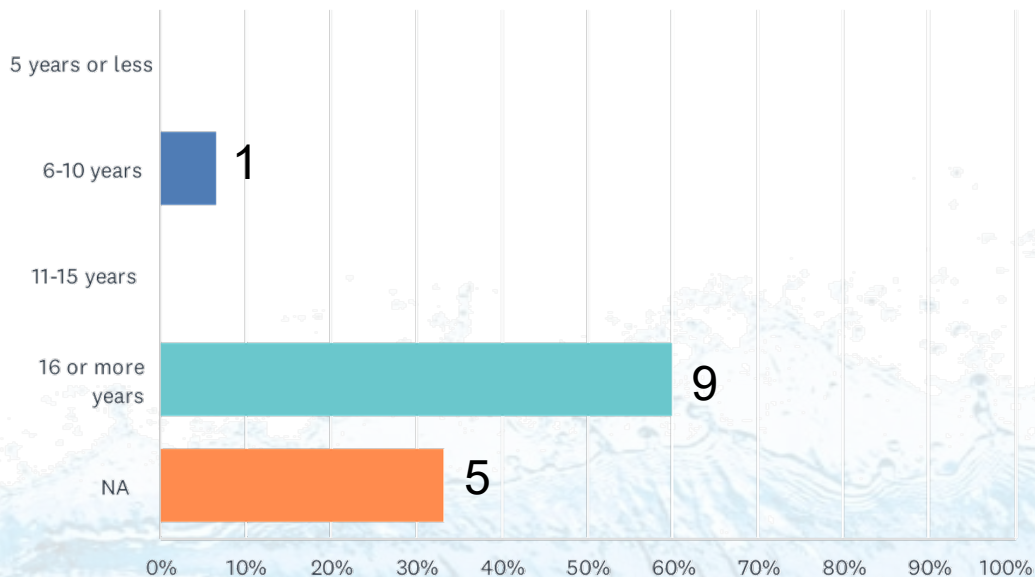
Q17: How confident are you that your company can do business with GLWA?

Answered: 17 Skipped: 1



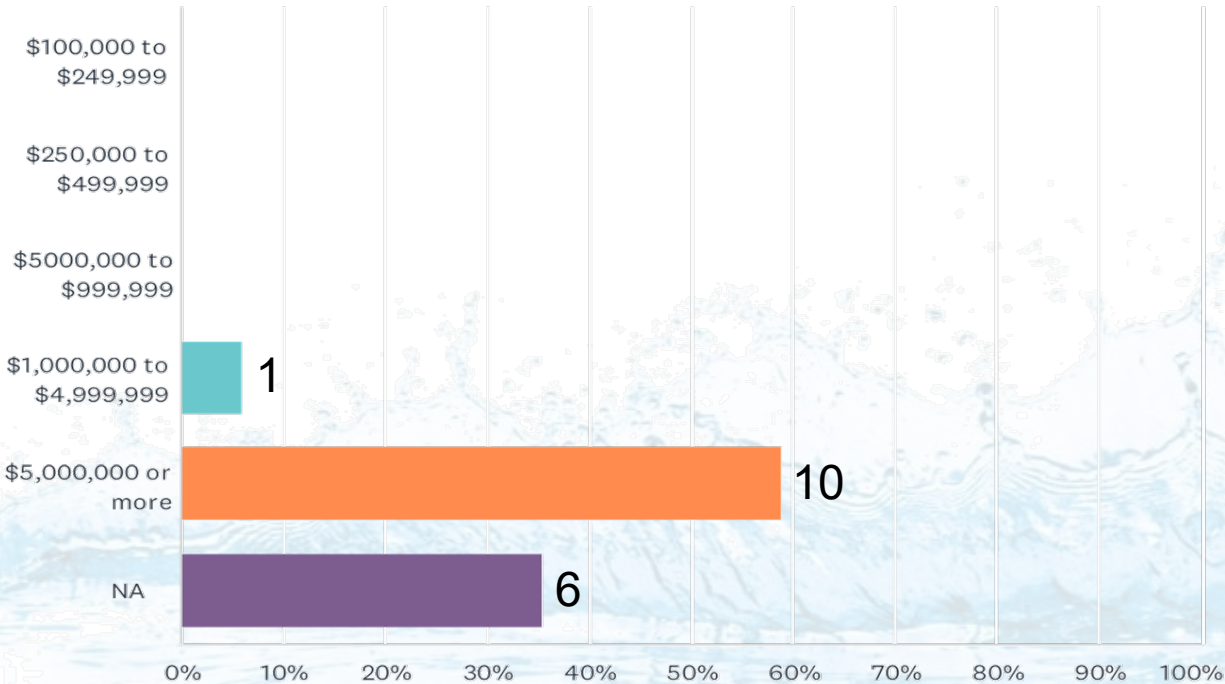
Q18: How long has your company been in business?

Answered: 15 Skipped: 3



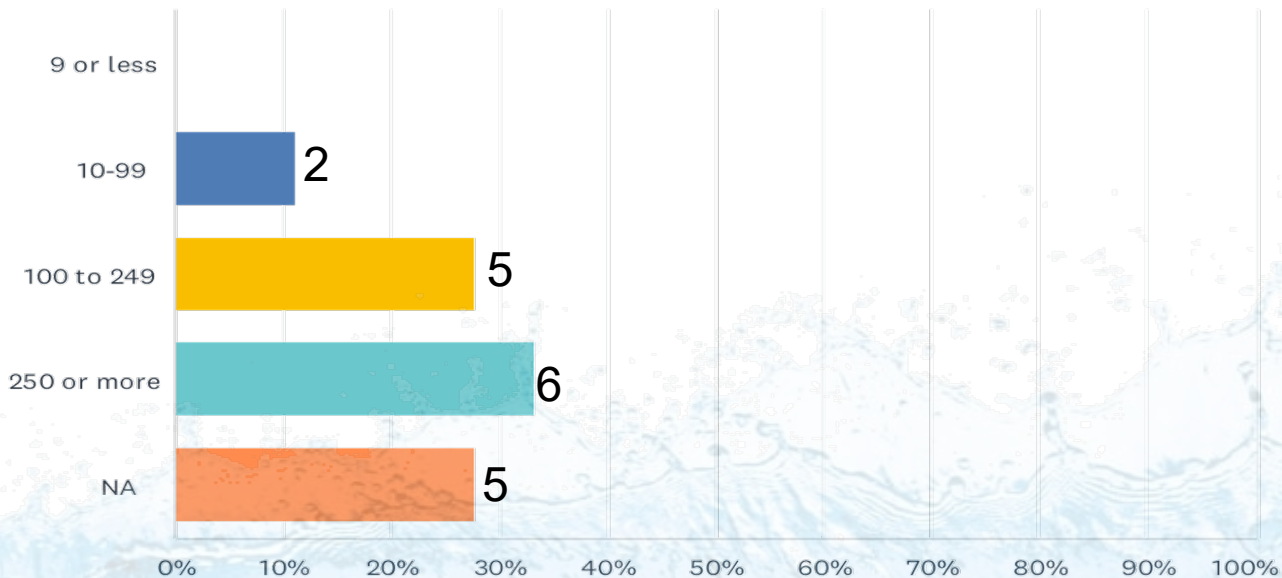
Q19: What is the approximate annual revenue for your company last year?

Answered: 17 Skipped: 1



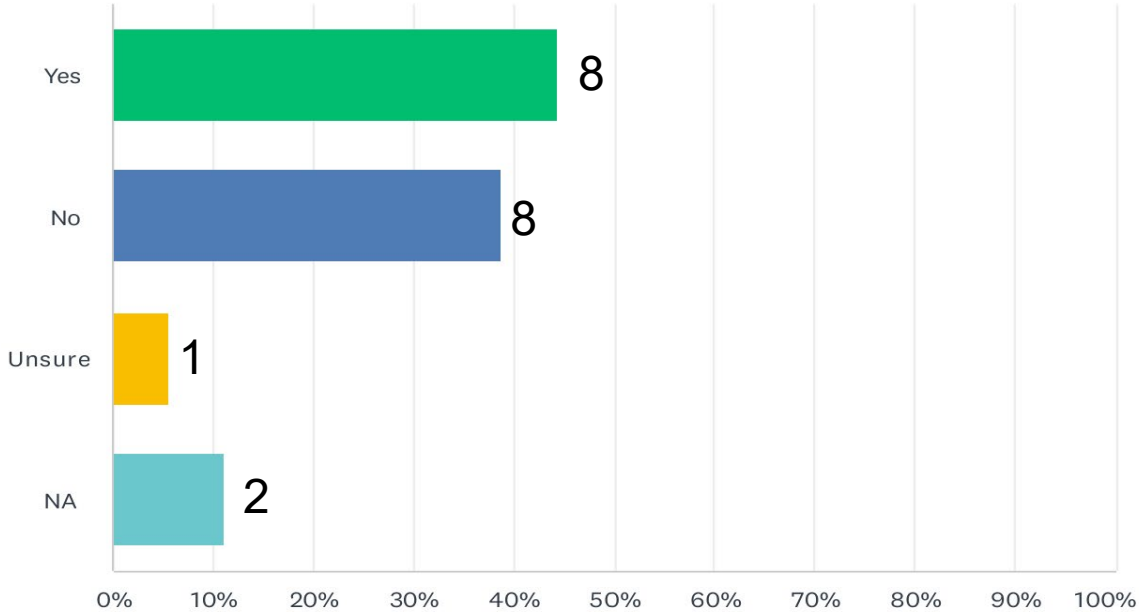
Q20: How many people are employed at your company (i.e., full-time, part-time employees or 1099 contractors)?

Answered: 18 Skipped: 0



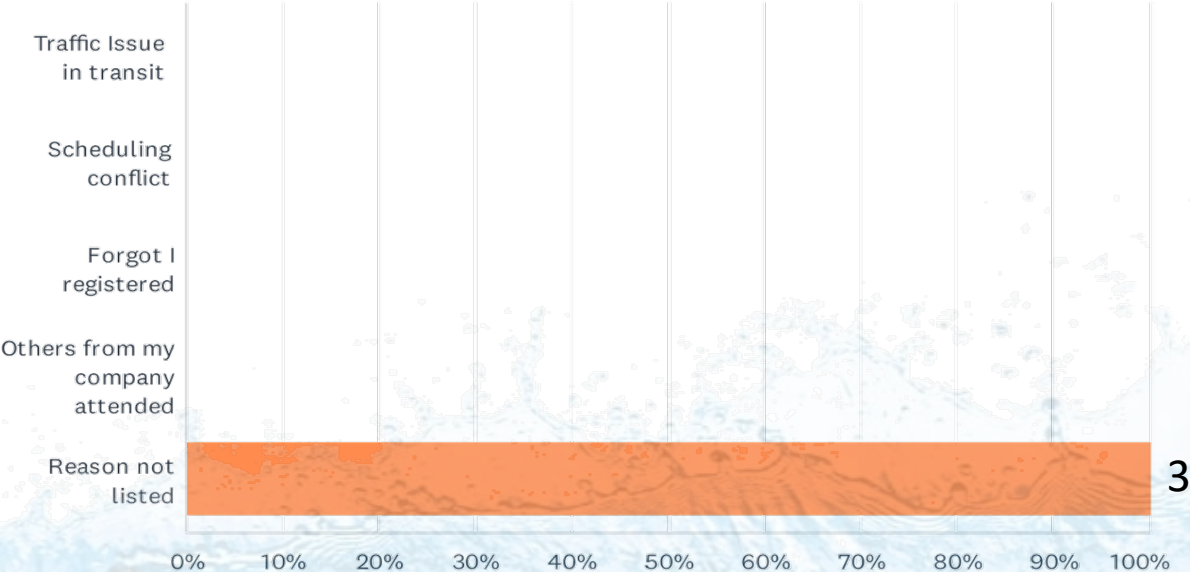
Q21: Do you currently receive the monthly GLWA Procurement Pipeline newsletter?

Answered: 18 Skipped: 0



Q22: Did you register for the GLWA Vendor Outreach Event and not attend? Identify reasons below.

Answered: 3 Skipped: 15



STATS & RECOMMENDATIONS

WHOVA APP STATS

- 300 attendees expected
- 351 registered with the Whova online registration process
- 159 actual attendance, excluding GLWA staff
- 115 no shows
- 168 attendees downloaded the Whova App (54%)
- 18 evaluations returned for a 8.25% return rate (*anything above 10% is considered good*)
- 139 mobile app users | web app users
- 28 business cards scanned & exchanged
- 286 private messages (1-on-1)

FUTURE EVENT RECOMMENDATIONS

- Remove some evaluation questions and place them on the registration form. This may increase evaluation response rate.
- Use Whova App survey tool or Live Polling to get feedback on sessions or to answer some demographic questions. This may increase evaluation response rate.
- Consider adding a paid presenter from outside of the industry.
- Add a field on the registration form requesting permission to use vendor photos if photos are to be taken at the event.
- Consider adding a small fee to the event to encourage people to attend and including lunch for increased networking time.

EVENT ATTENDANCE

Event Year/Location	Individuals Attended**	Individuals Registered	Survey Responses
2025 Macomb Community College (Warren)	159	351	18 (8.25%)
2024 Marriott Auburn Hills (Pontiac)	165	372	41 (16%)
2023 Laurel Manor (Livonia)	207	295	36 (16%)
2019 Laurel Manor (Livonia)	193	240*	75 (31%)
2018 Michigan State University (Troy)	168	261	66 (25%)
2017 Shriners Silver Garden (Southfield)	169	219	38 (17%)
2016 Crowne Plaza Hotel (Detroit)	Data not available	230	No Survey Conducted

*For the 2019 event, guests were limited to two representatives per company versus four representatives in 2018.

** GLWA staff not included in count