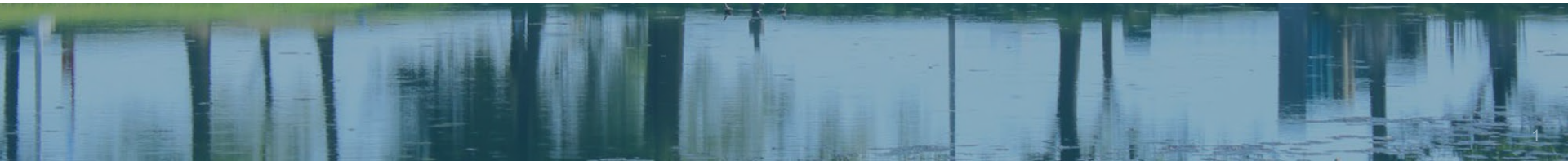




# GLWA 2024 Vendor Outreach Event Post Event Report



# Executive Summary

- ◆ A survey was sent out to all attendees via the Whova app
- ◆ 41 evaluations received
- ◆ Overall, very positive feedback – 93% evaluated the event as excellent (49%) or very good (44%)
- ◆ Over 73% of survey responses indicated that the event exceeded their expectations
- ◆ Over 80% of survey respondents are now more likely to respond to a GLWA solicitation
- ◆ Innovative program with prime contractor panel received positive feedback
- ◆ Constructive suggestions and feedback that will be applied in future events

# Overview

The following report includes a post-event evaluation and recommendations for future events. As identified in the contract it was important that Annie Kruiise, LLC (AKLCC) provide event coordination for the GLWA 2024 Vendor Outreach Event and support all meetings and event activities with the assigned GLWA project manager.

## 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. AKLCC used Whova. This is a conference app that provides an online registration process, online agenda, documents sharing, and a speaker webpage that presents a professional look with minimal GLWA staff support. AKLLC provided management for this registration process pre-event and met the goals for a smooth registration process and data collection.
- ◆ Worked with GLWA to develop agendas, handout materials, and other meeting information for posting on the Whova event app. Added all details and documents to Whova and supplied GLWA with content to add to their website for event promotion.
- ◆ Worked with event venue on menus and 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 Whova registration system.
- ◆ Attended weekly meetings with GLWA staff to review event details and task lists.

# Overview

## EVENT DAY MANAGEMENT

- ◆ Worked with venue to ensure adherence to expectations for timing, set-up, rooms, and food. AKLLC 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 efficiently greet and process registrants and assist with traffic flow and name tag distribution. AKLLC eliminated bottlenecks with the registration process and warmly greeted 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. AKLLC also provided onsite badge printing.
- ◆ Assisted in the submittal of surveys by participants. AKLLC set up an event evaluation using surveymonkey.com to gather feedback from event attendees. This link was provided through the Whova app.

## 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.
- ◆ Researching 2025 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.*

# Event Agenda

**Registration** (Oakland Foyer) ..... 7:30 a.m.  
**Breakfast** (Oakland Ballroom) ..... 7:30 a.m.

## General Session (Oakland Ballroom)

**Welcome to Great Lakes Water Authority** ..... 8:30 a.m.  
 Suzanne R. Coffey, P.E. Chief Executive Officer

**Great Lakes Water Authority Financial Outlook** ..... 8:40 a.m.  
 Nicolette N. Bateson, CPA, Chief Financial Officer/Treasurer

**Ethics in Public Procurement** ..... 8:45 a.m.  
 David W. Jones, General Counsel

**What's new with GLWA Procurement** ..... 9:00 a.m.  
 Sonya Collins, CPPB, Chief Procurement Officer

**Open Q&A - Overview of Resource Tables** ..... 9:10 a.m.  
 Nicolette N. Bateson, CPA, Chief Financial Officer/Treasurer

**How We Select Our Subcontractors - GLWA Prime Contractors Panel** ..... 9:25 a.m.  
 Facilitator: Sonya Collins, CPPB, Chief Procurement Officer  
 Panel: Gino D'Agostini, Ric-Man Construction  
 Colt Odeh, VP, Clark Construction  
 Thomas Hardiman Sr., EVP, LGC Global  
 Matt Glaz, Director Commercial Contracting Corporation  
 Todd Schurig, PE, DBIA - Business Development, Kokosing Industrial Inc.

## Breakout Sessions 10:40 a.m. – 12:00 p.m.

### Construction & Engineering Track

(Salons - ABC)

**CIP/Program Management Plan (PMP) Rollout** ..... 10:40 a.m.  
 Facilitator: Dima El-Gamal, CIP Director  
 Panel: Sonya Collins, CPPB, Procurement Director  
 Brian Van Hall, Water Engineering Manager

**CIP Delivery/Project Controls - P6 Schedules** ..... 11:25 a.m.  
 Facilitator: Ian Thompson, CIP Controls Manager

### Services & Goods Track

(Ottawa Ballroom)

**How to Successfully Respond to a GLWA RFB/RFP** ..... 10:40 a.m.  
 Facilitator: Dan Edwards, Procurement Manager  
 Panel: Joan Salwasser, Procurement Team Lead  
 Tina Clinkscales, Procurement Team Lead  
 Gladys Cannon, Procurement Team Lead

**Vendor Performance Assessment Program** ..... 11:25 a.m.  
 Facilitator: Steve Vesschemoet, Procurement Management Professional

## Resources & Networking

7:45 a.m. – 8:30 a.m.  
 10:40 a.m. – 12:00 p.m.

### GLWA Resources

**Procurement** ..... Procurement Team

**Accounts Payable** ..... Dionna Wilson, Accounts Payable Manager  
 Kendra Taylor, Professional Administrative Analyst - Accounts Payable  
 Theresa Turner, Professional Administrative Analyst - Accounts Payable

**Organizational Development** ..... Valerie Jefferson, Manager  
 Melissa McCabee, Human Resources Generalist - Recruiter

**Business Inclusion and Diversity Program** ..... Jeanette Driver, B.I.D. Manager

**Affordability & Assistance Program** ..... Handouts Available

**Construction Accounting & Reporting** ..... Jennie Eddy, Manager  
 William Baker, Financial Management Professional  
 Desiree Barrett, Financial Management Professional  
 Tina Gillery, Financial Management Professional  
 Scott Schultz, CCIFP, Financial Management Professional

### External Resources

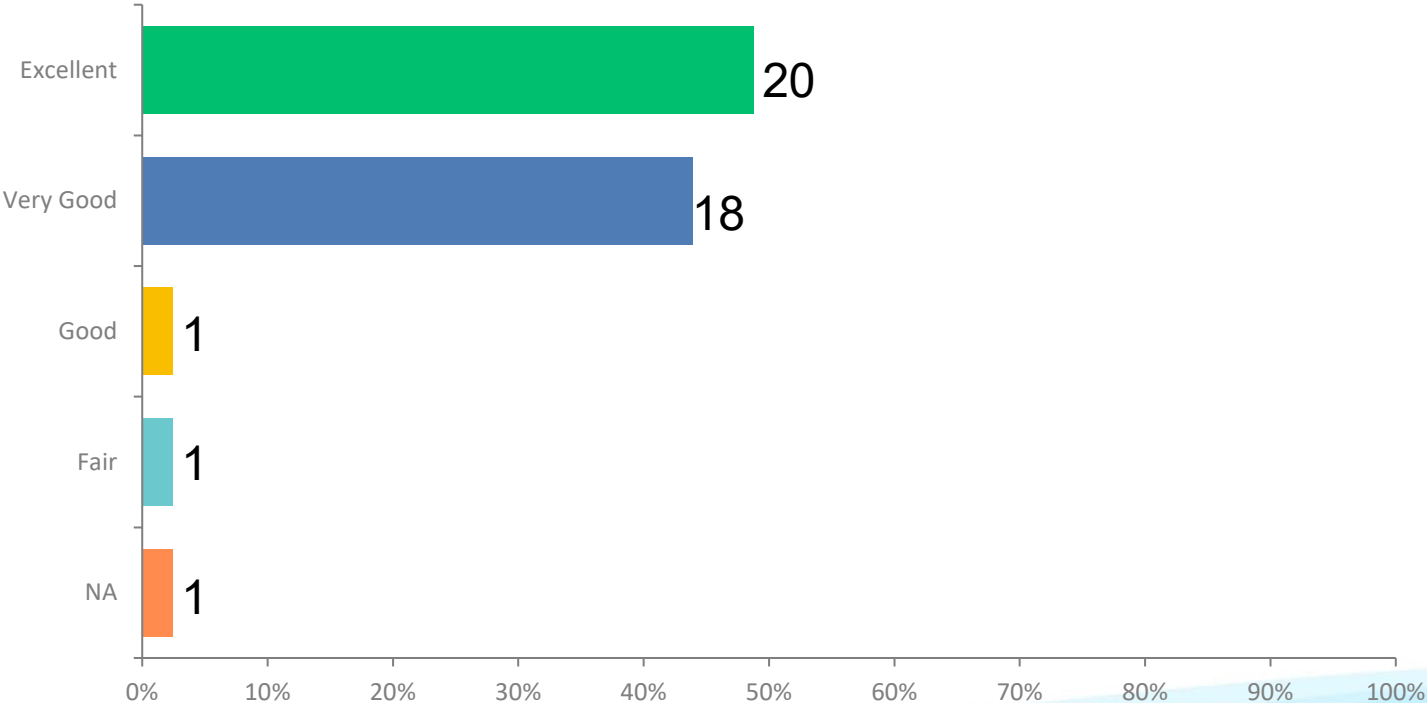
**Detroit Water & Sewerage Department (DWSD)** .....  
 Tiffany Jones, Diversity, Opportunity & Inclusion Director  
 Marqacha Welch, Procurement Manager  
 Sonali Patel, Public Affairs  
 Sabrina Ferguson, Procurement Specialist



# Survey Evaluation Results

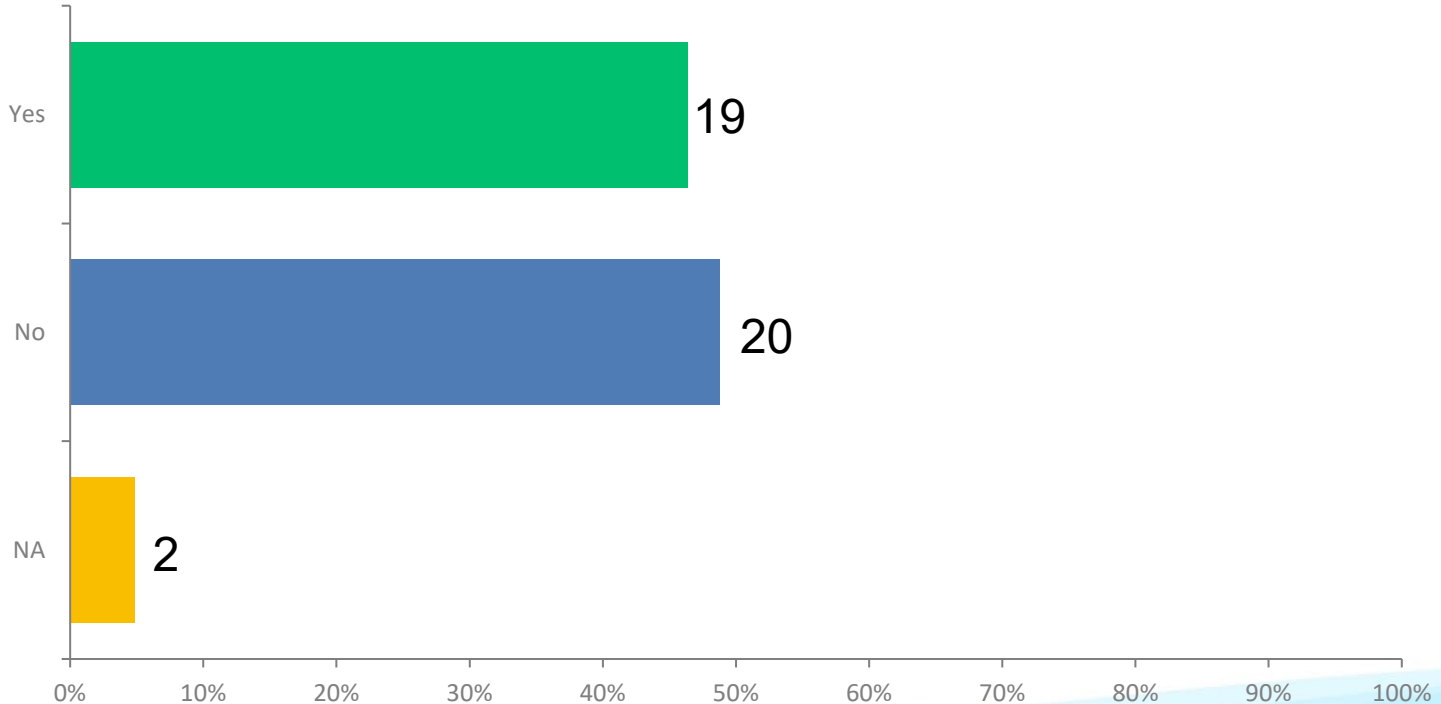
# Q1: Overall, how would you rate the GLWA Vendor Outreach Event?

Answered: 41 | Skipped: 0



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

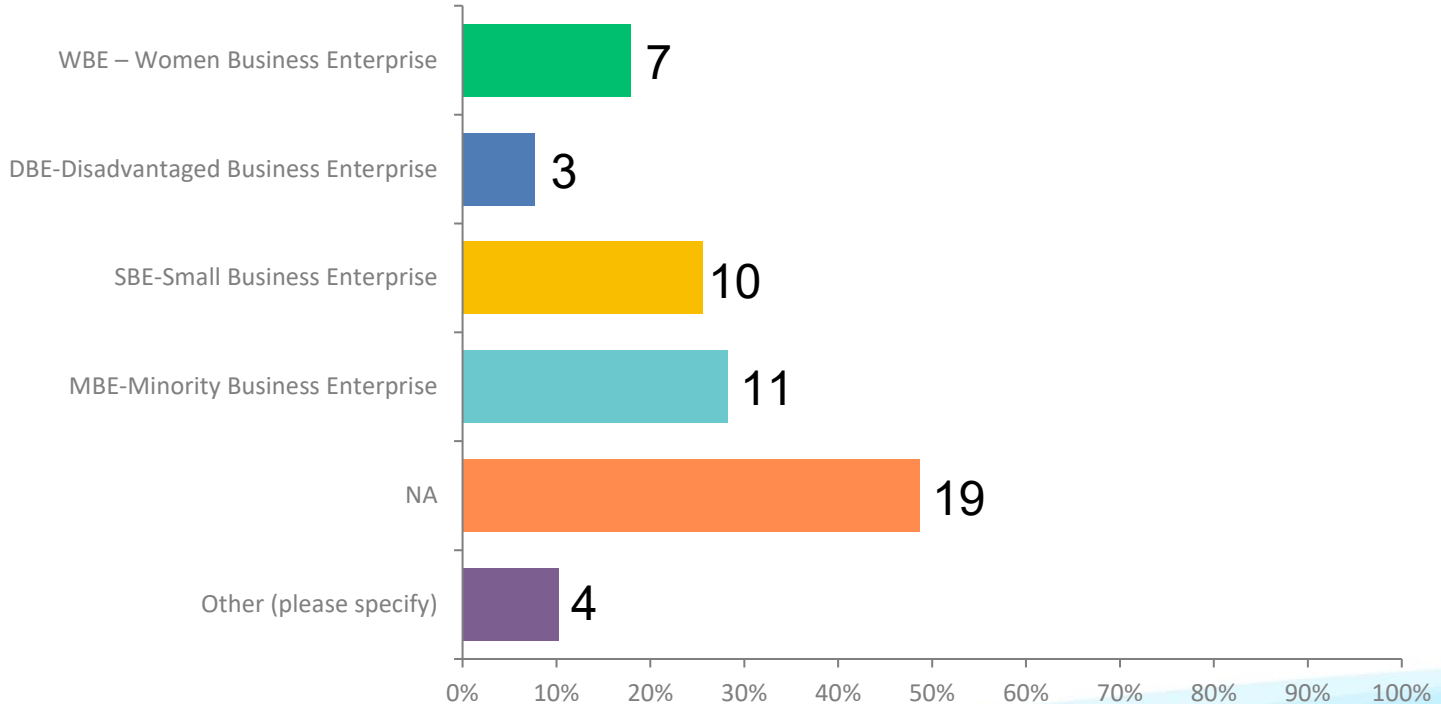
Answered: 41 | Skipped: 0





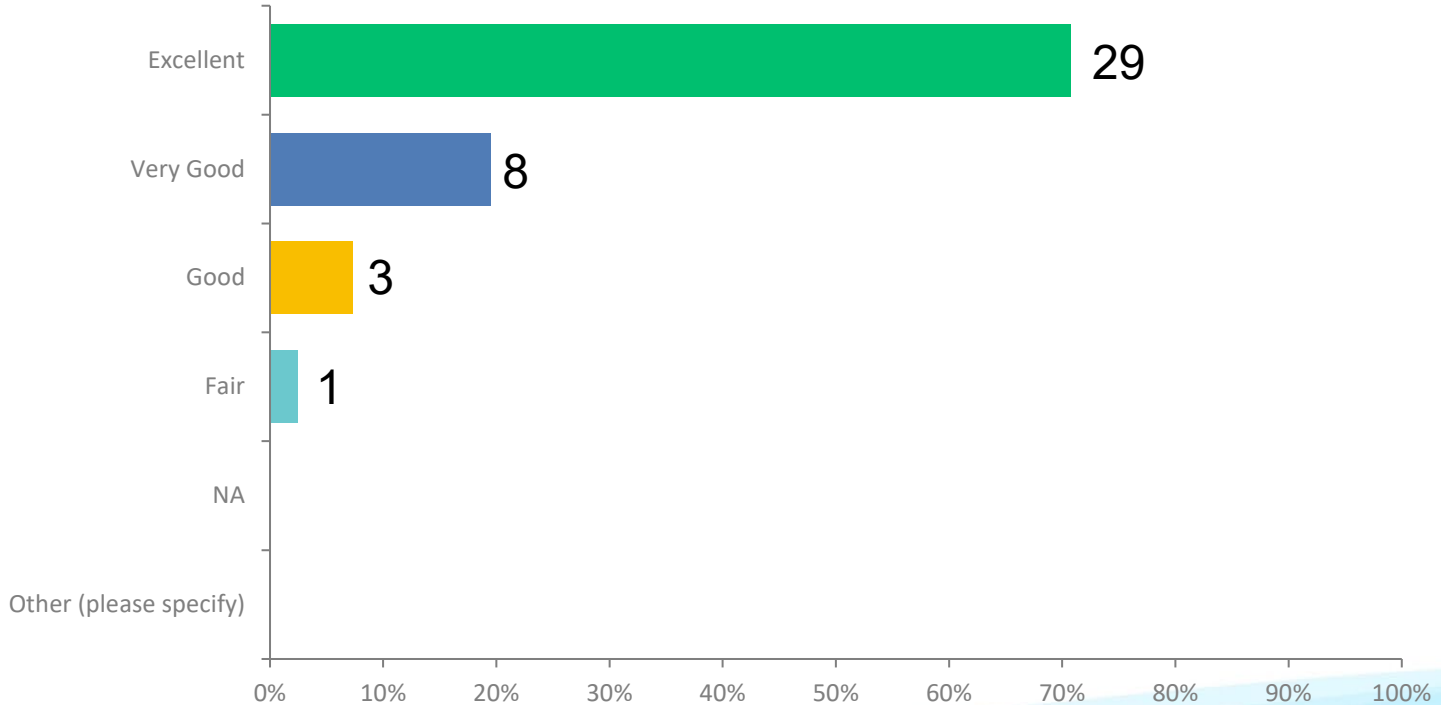
# Q3: Does your firm hold any of the diversity certifications listed below?

Answered: 39 | Skipped: 2



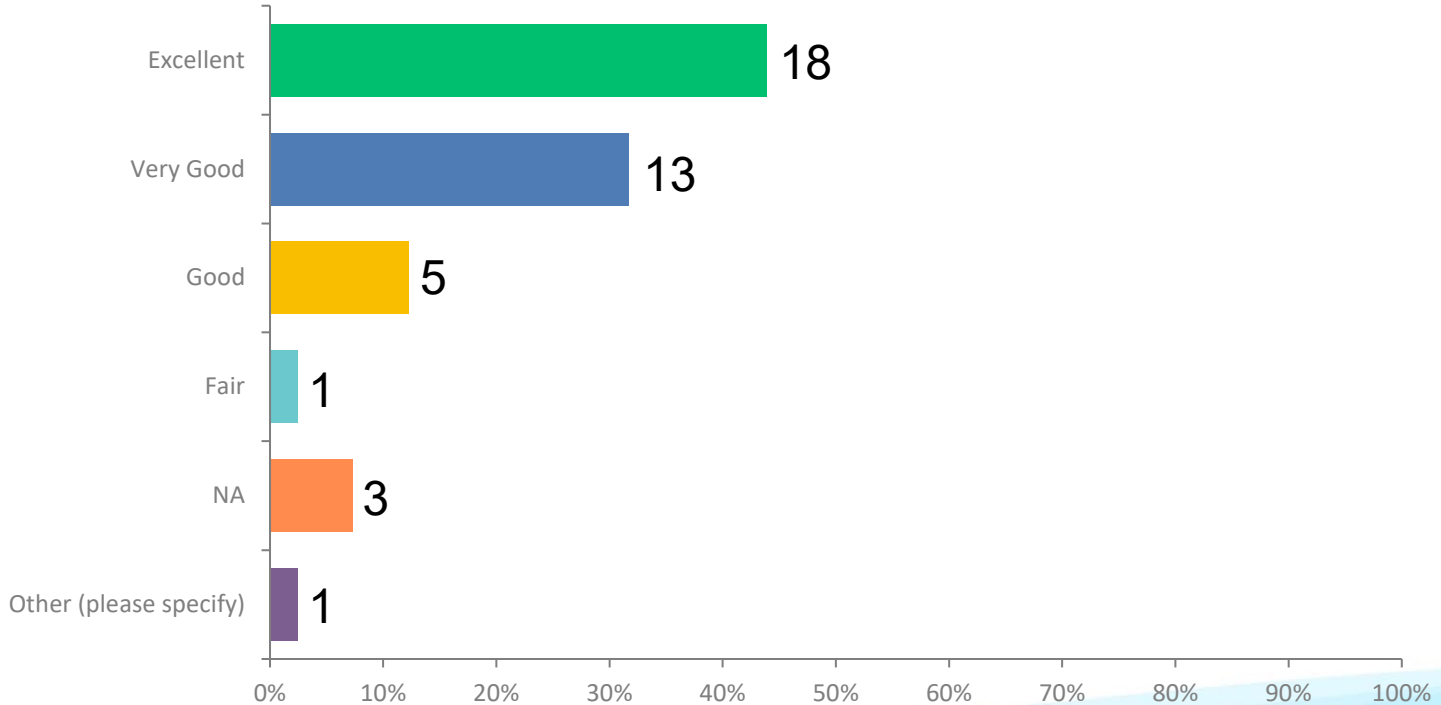
## Q4: Please rate the registration process.

Answered: 41 | Skipped: 0



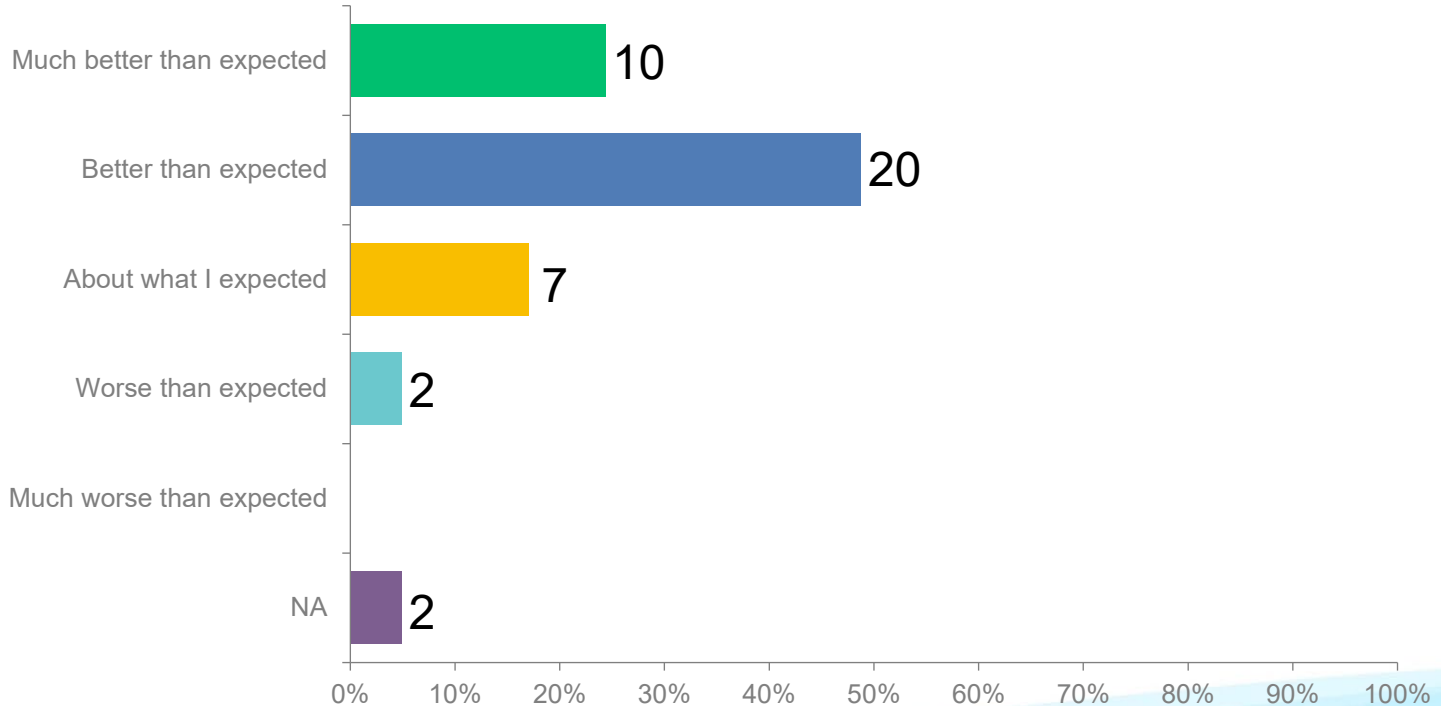
## Q5: Please rate the Whova event app.

Answered: 41 | Skipped: 0



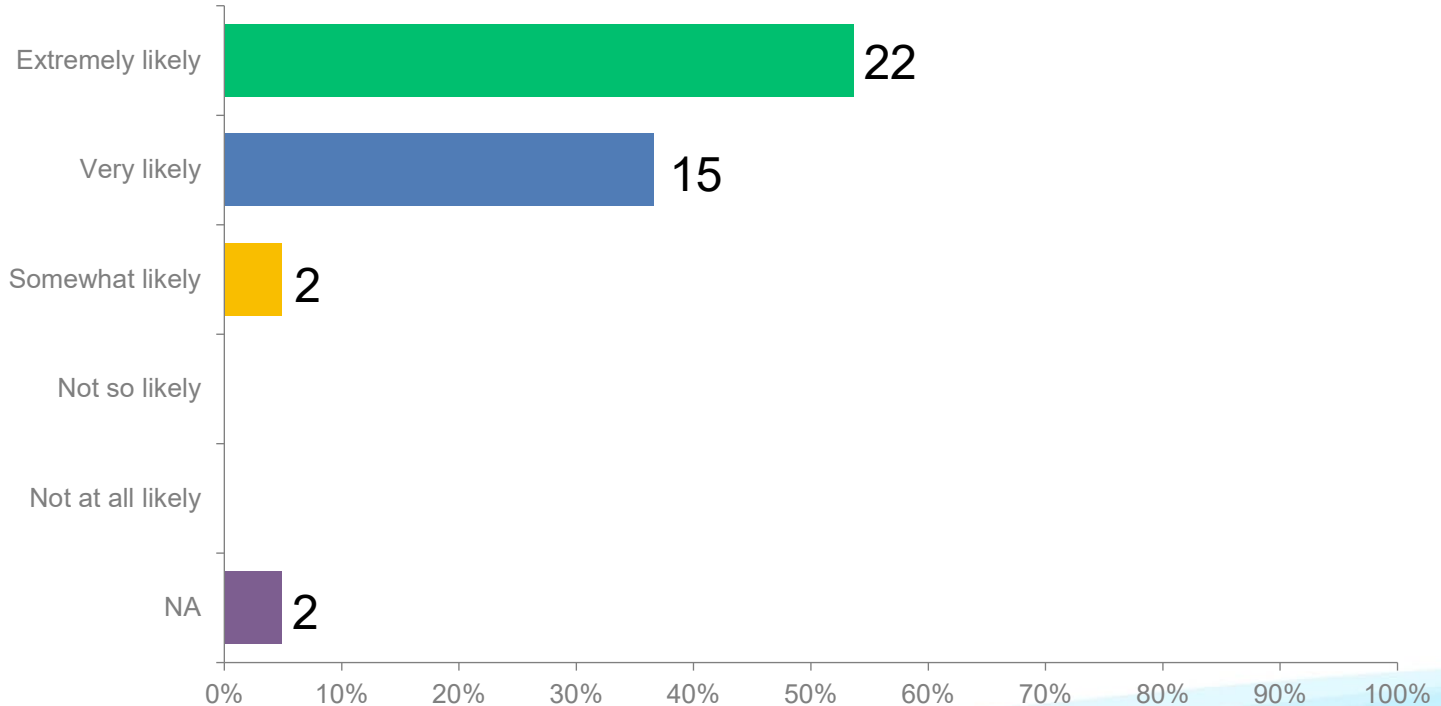
## Q6: How well did the Vendor Outreach event meet your expectations?

Answered: 41 | Skipped: 0



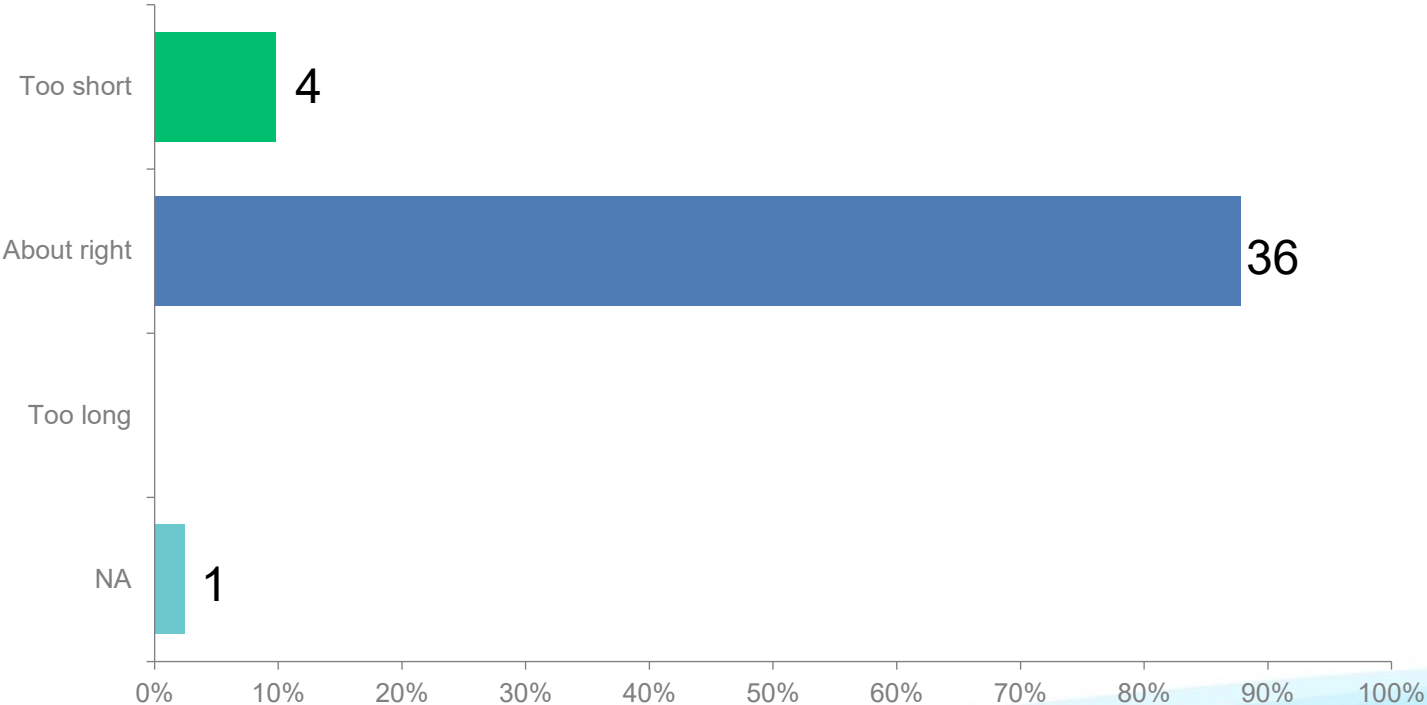
## Q7: Based on your experience at the GLWA Vendor Outreach event, how likely are you to attend future events?

Answered: 41 | Skipped: 0



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

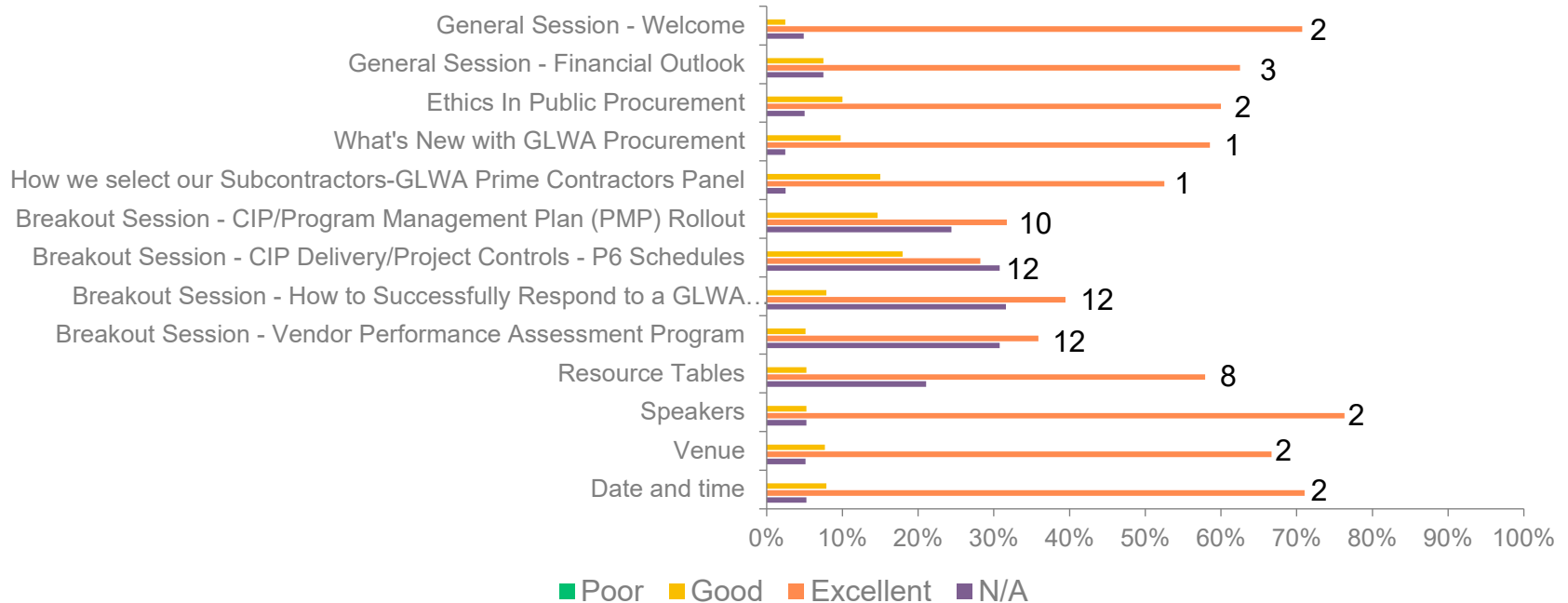
Answered: 41 | Skipped: 0





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

Answered: 41 | Skipped: 0

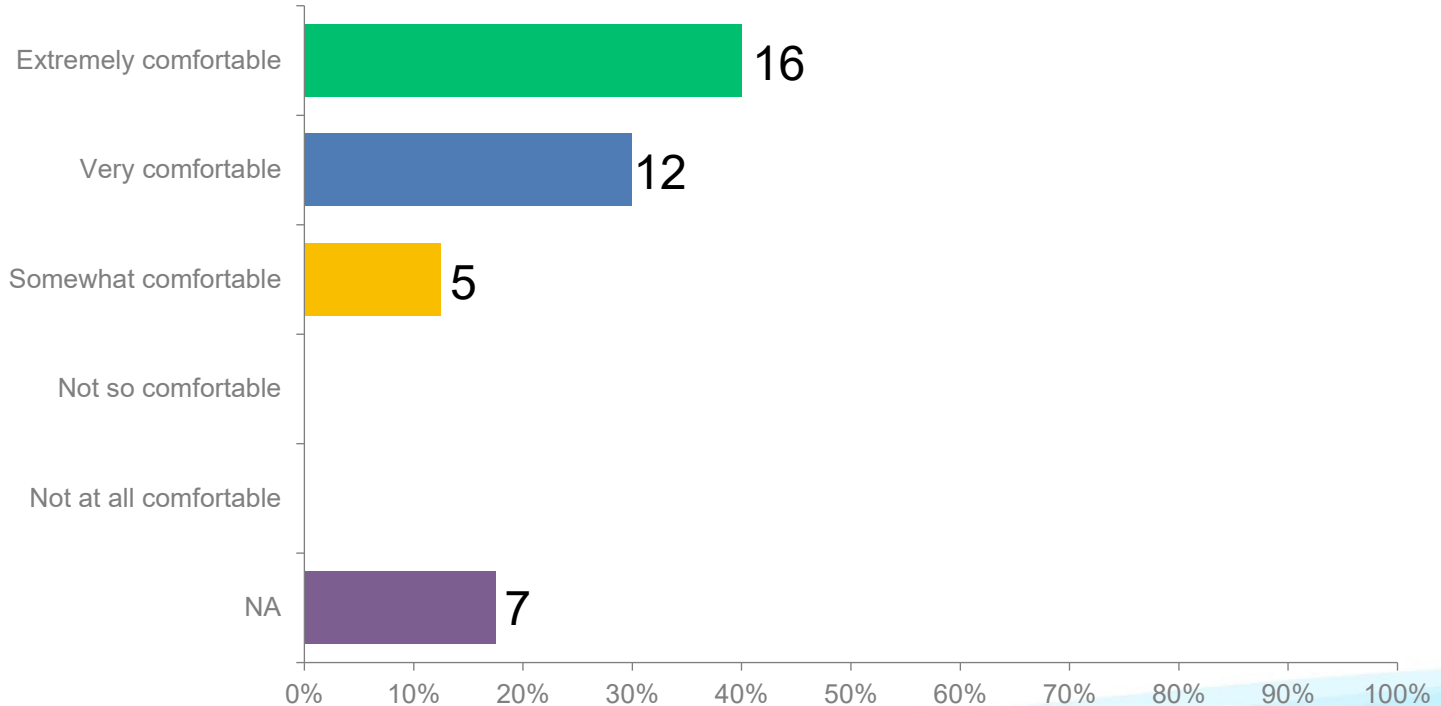


**COMMENTS:**

- The start of 7:30a.m was too early
- Very well managed
- I had a great experience at the GLWA event. I learned new things and met some very nice people

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

Answered: 40 | Skipped: 1



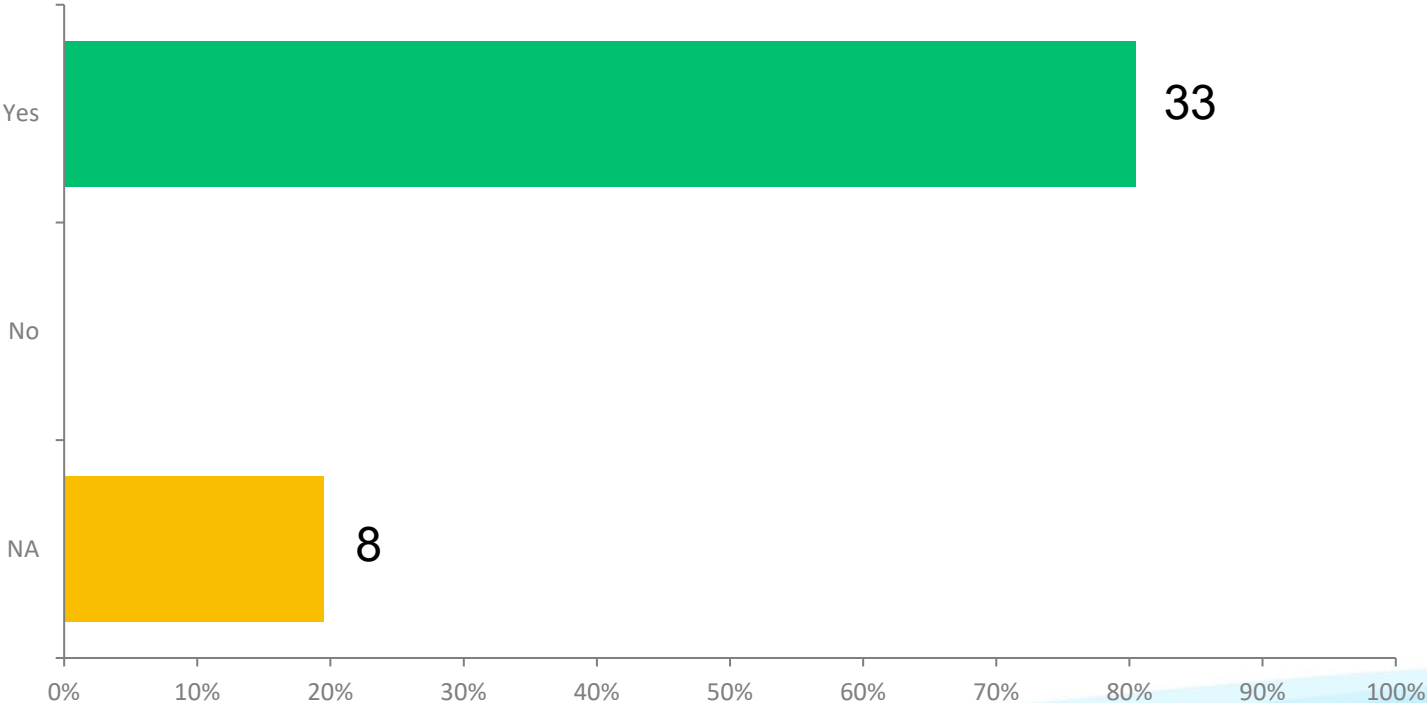
# Q11: What was the single most valuable thing you learned at the GLWA Vendor Outreach event?

Answered: 32 | Skipped: 9

- ◆ A survey was sent out to all attendees via the Whova app
- ◆ 41 evaluations received
- ◆ That Sonya and other folks from GLWA are super approachable and open to give a chance to anyone
- ◆ About the new bidding system that vendors are moving over to
- ◆ Even playing field and outlook on spending
- ◆ To reach out to the prime contractors and get on their prequalified subcontractor lists
- ◆ You guys and gals are approachable
- ◆ It was services-related, and we are looking to connect with indirect material and goods needs.
- ◆ The new NexGen System and how well GLWA has done in ten years
- ◆ GLWA Staff is welcoming, outstanding, and committed
- ◆ Resiliency being no 1 target
- ◆ Vendor diversity
- ◆ The process on how to go about bidding
- ◆ Collaboration & Networking
- ◆ Great Networking opportunity
- ◆ Process to register in Bonfire and connect
- ◆ Networking opportunities and feeling free to ask GLWA questions
- ◆ Understanding the process of doing business with GLWA and main contractors, which I did not know before. It was also good to know who some prime contractors are.
- ◆ As a minority-owned business we received what we need to grow
- ◆ I thought the transparency and enthusiasm every GLWA teammate showed about developing strong working relationships with partners and vendors was very telling - and encouraging.
- ◆ GLWA'S commitment to small businesses
- ◆ Subcontractor panel
- ◆ That construction contractors are our biggest vendors
- ◆ How much the vendors value GLWA transparency
- ◆ Meeting some more of the GLWA people and getting contact info
- ◆ Made connections
- ◆ How the vendors selected their subcontractors and how that process worked
- ◆ Unfortunately, I was unable to attend due to Hurricane Helene
- ◆ I enjoyed David Jones' presentation on ethics
- ◆ The new PO system
- ◆ Where to find GLWA resources related to upcoming opportunities
- ◆ It was great to see people that I have worked with for many years face to face. I like how GLWA includes everyone to attend. Since Covid it has been difficult to meet so it is a great opportunity

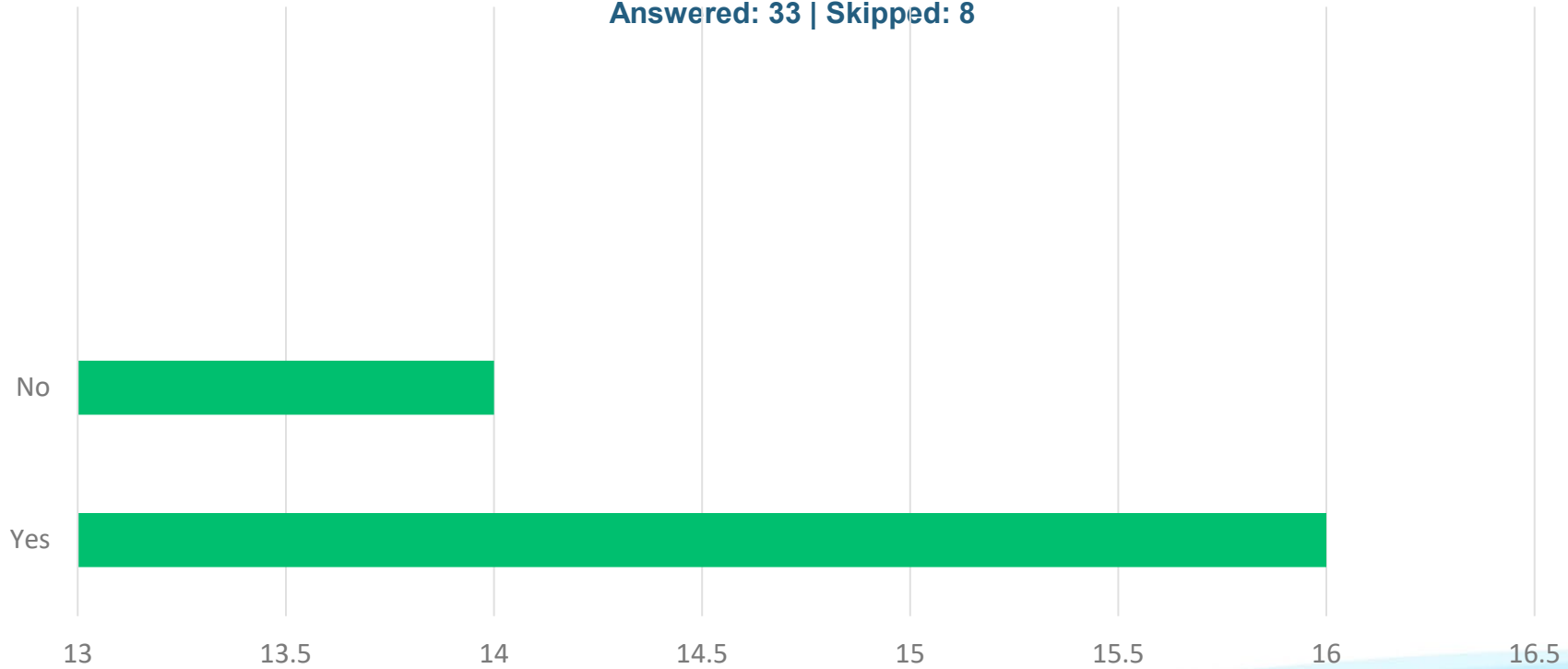
# Q12: Now knowing more about GLWA, are you more likely to respond to procurement solicitations?

Answered: 41 | Skipped: 0



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

Answered: 33 | Skipped: 8



# Q14: What program changes or topics would you like to see at future events?

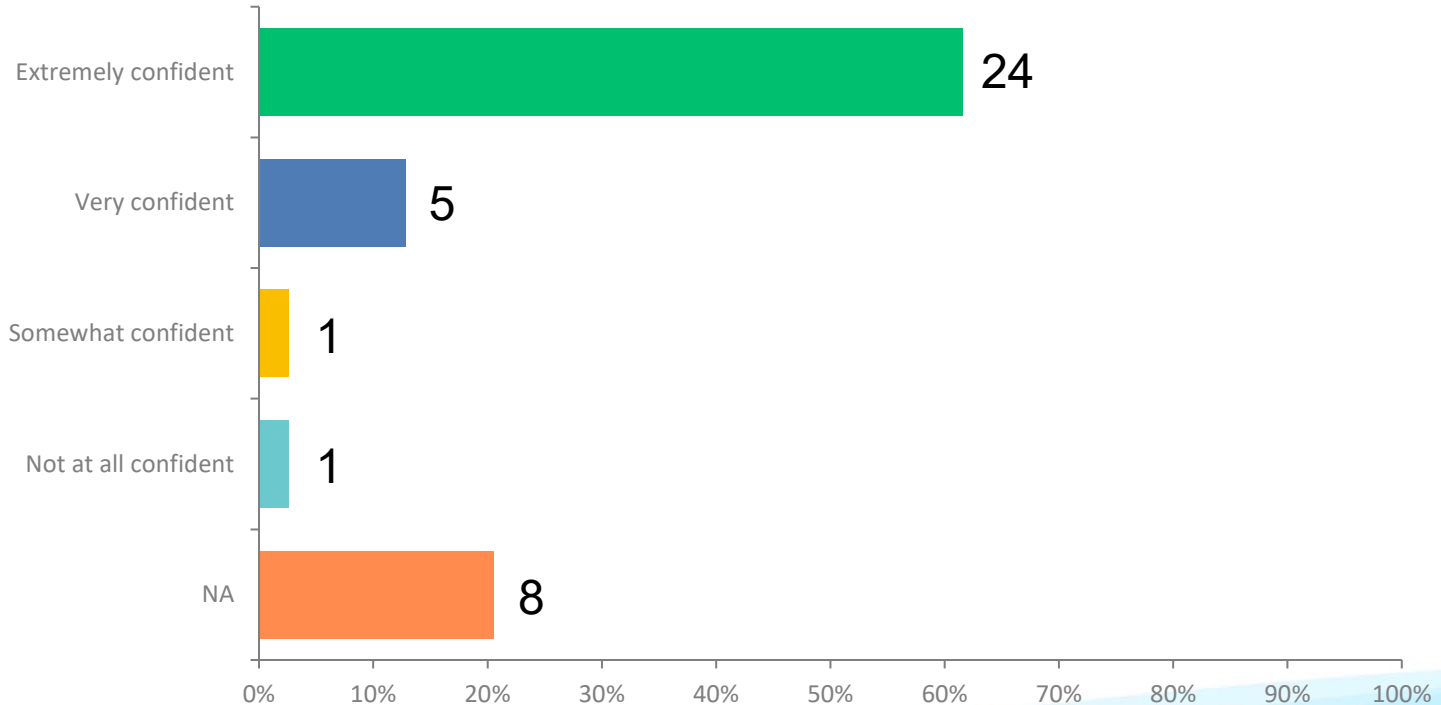
Answered: 25 | Skipped: 16

- ◆ Most content (if not all) was focused on "services/projects", but we are struggling to connect with materials and supplies procurement and RFQ's used at GLWA sites.
- ◆ More of the supervisors to attend as meet and greet
- ◆ No real changes but maybe a round table for consultants/especially local and small/minority consultants
- ◆ Mentor Protege Program. Hassel Free MWBE or WOSB Application, allow subcontractor feature for solicitations to connect and meet with Primes
- ◆ Annual CIP Summary (what's coming up)
- ◆ Allow vendors to exhibit at the event
- ◆ Get understanding of how the planning of the jobs maybe
- ◆ Contact information for all who attended
- ◆ Breakout sessions with separate time slots. Not two at the same time.
- ◆ More vendor SME's
- ◆ More detailed information about future projects and where GLWA budget will be spent. Long-term project plans would be nice to see as well.
- ◆ Technology sessions (Scada/Cyber/AI)
- ◆ I'd like to see a hands-on demonstration of how suppliers utilize Bonfire. Everyone is not familiar with the system.
- ◆ More time with buyers



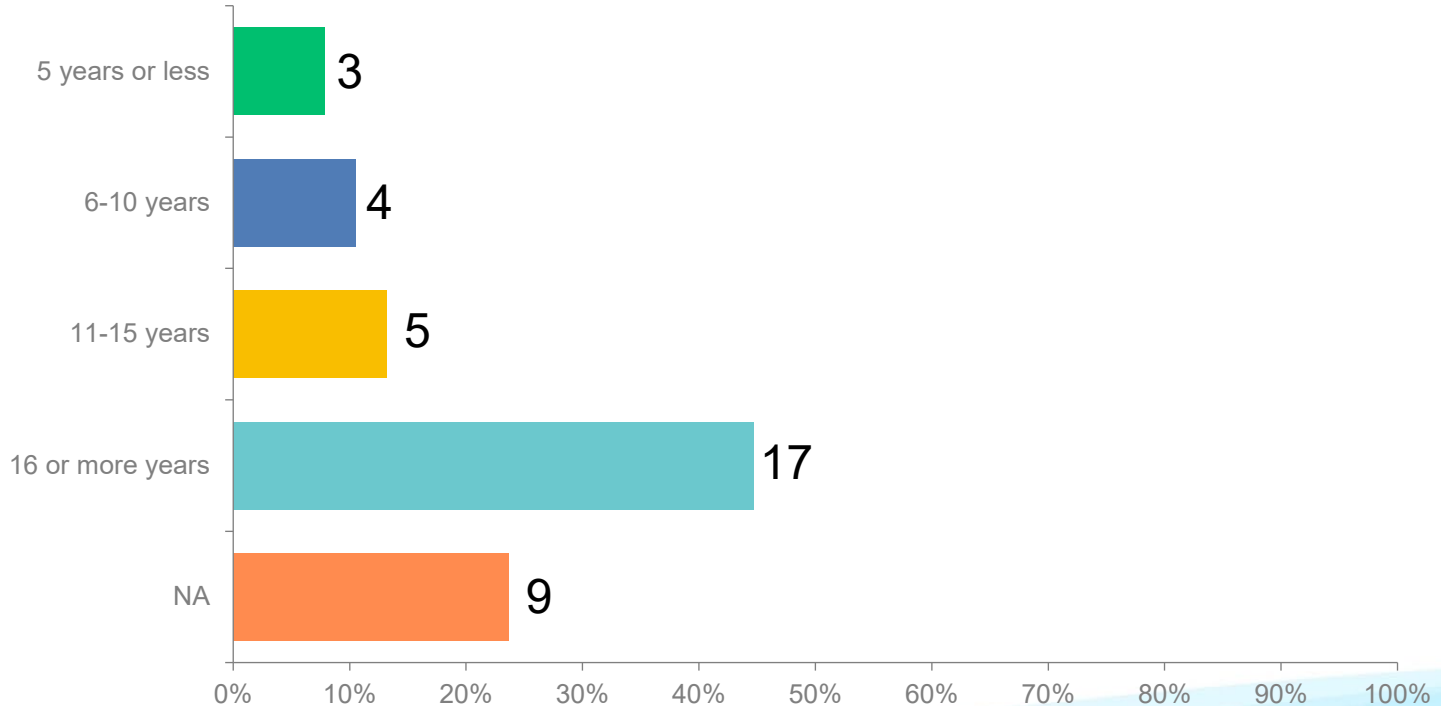
# Q17: How confident are you that your company can do business with GLWA?

Answered: 39 | Skipped: 2



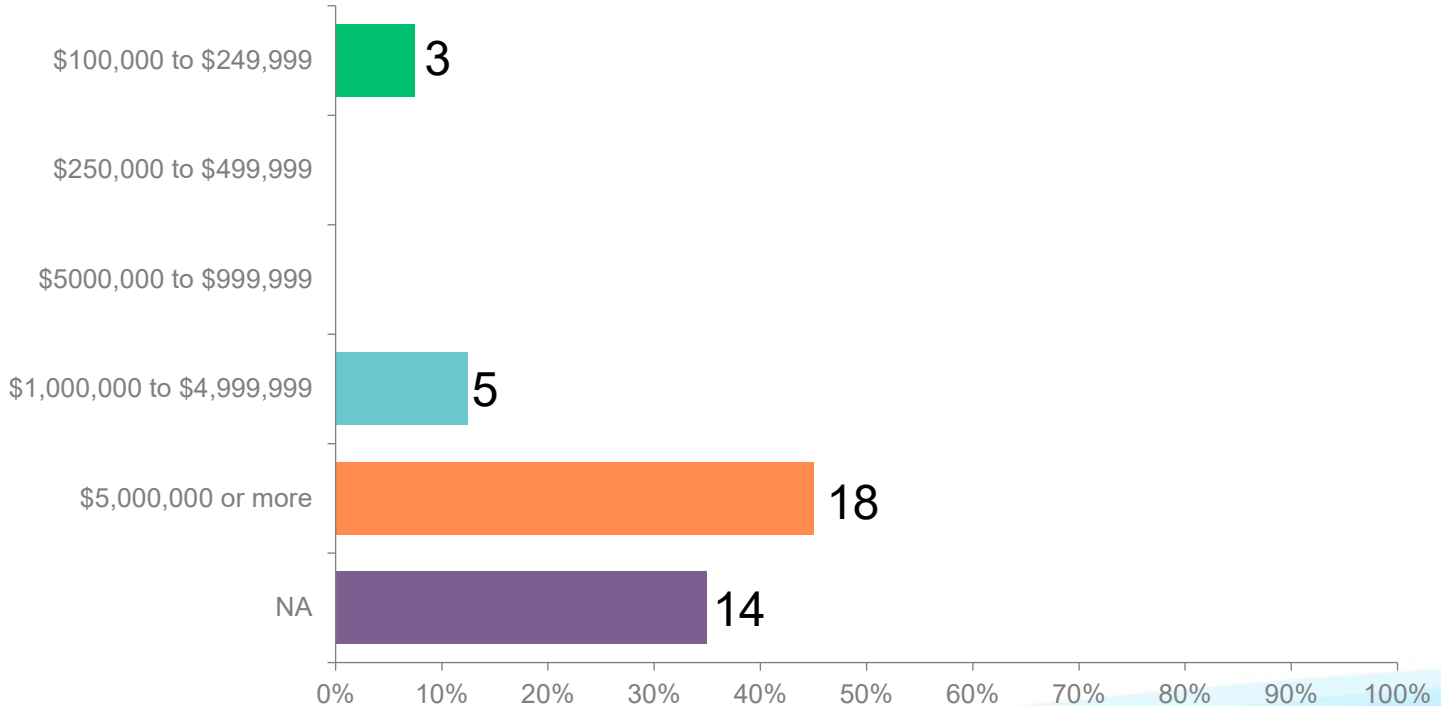
## Q18: How long has your company been in business?

Answered: 38 | Skipped: 3



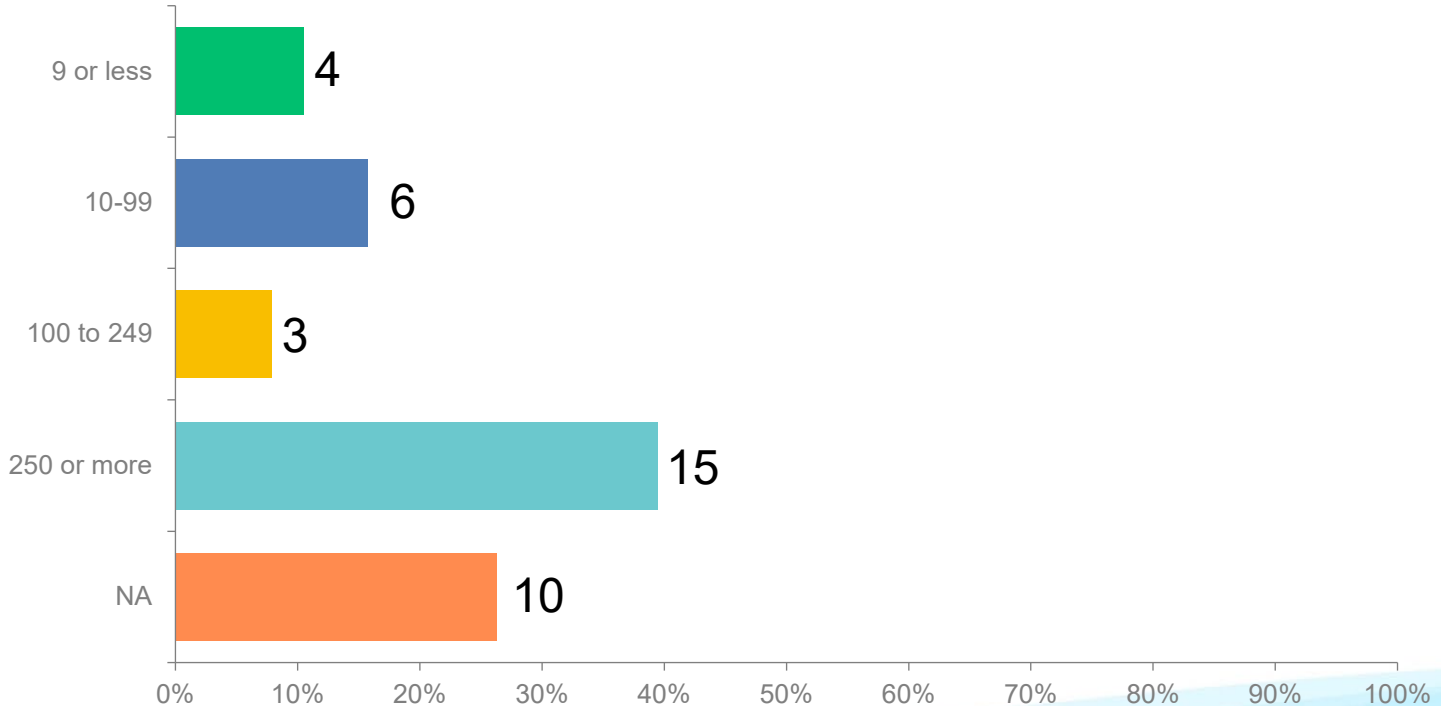
# Q19: What is the approximate annual revenue for your company last year?

Answered: 40 | Skipped: 1



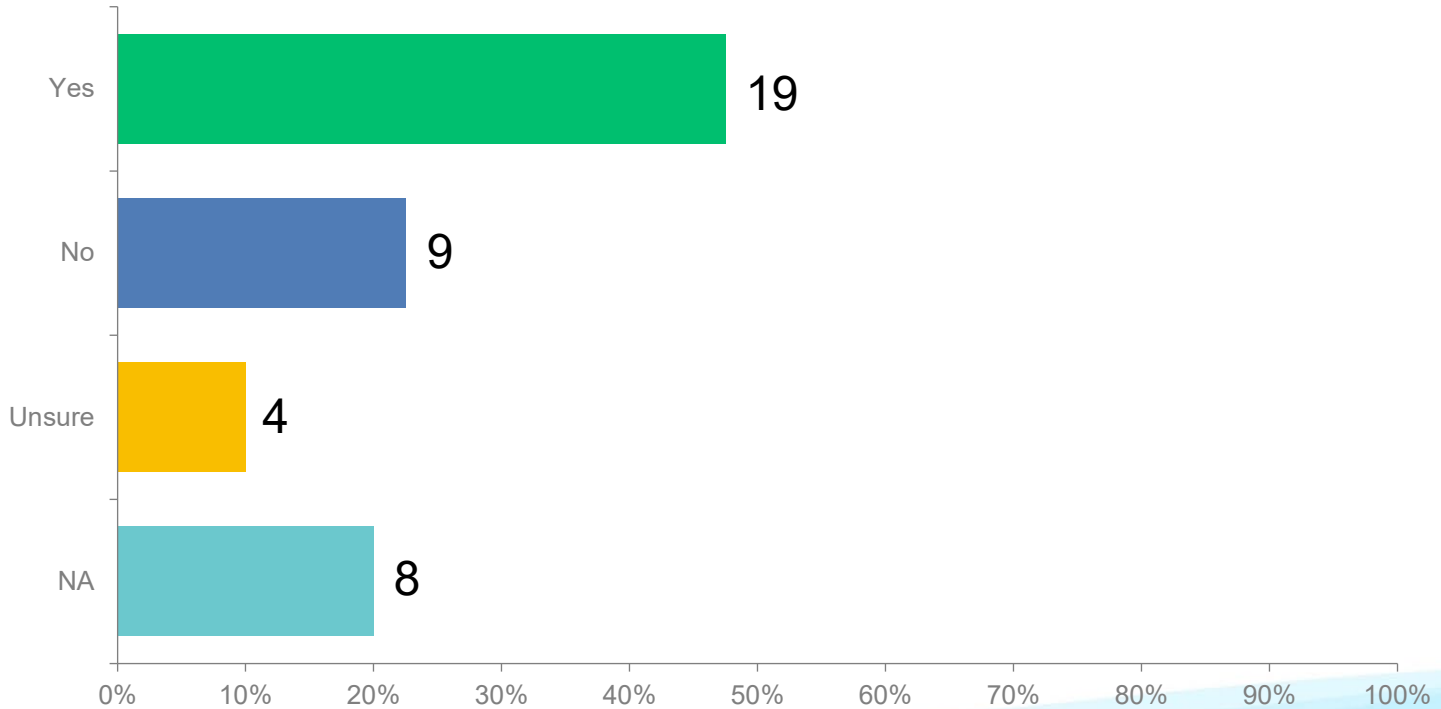
# Q20: How many people are employed at your company (i.e., full-time, part-time, employees or 1099 contractors)?

Answered: 38 | Skipped: 3



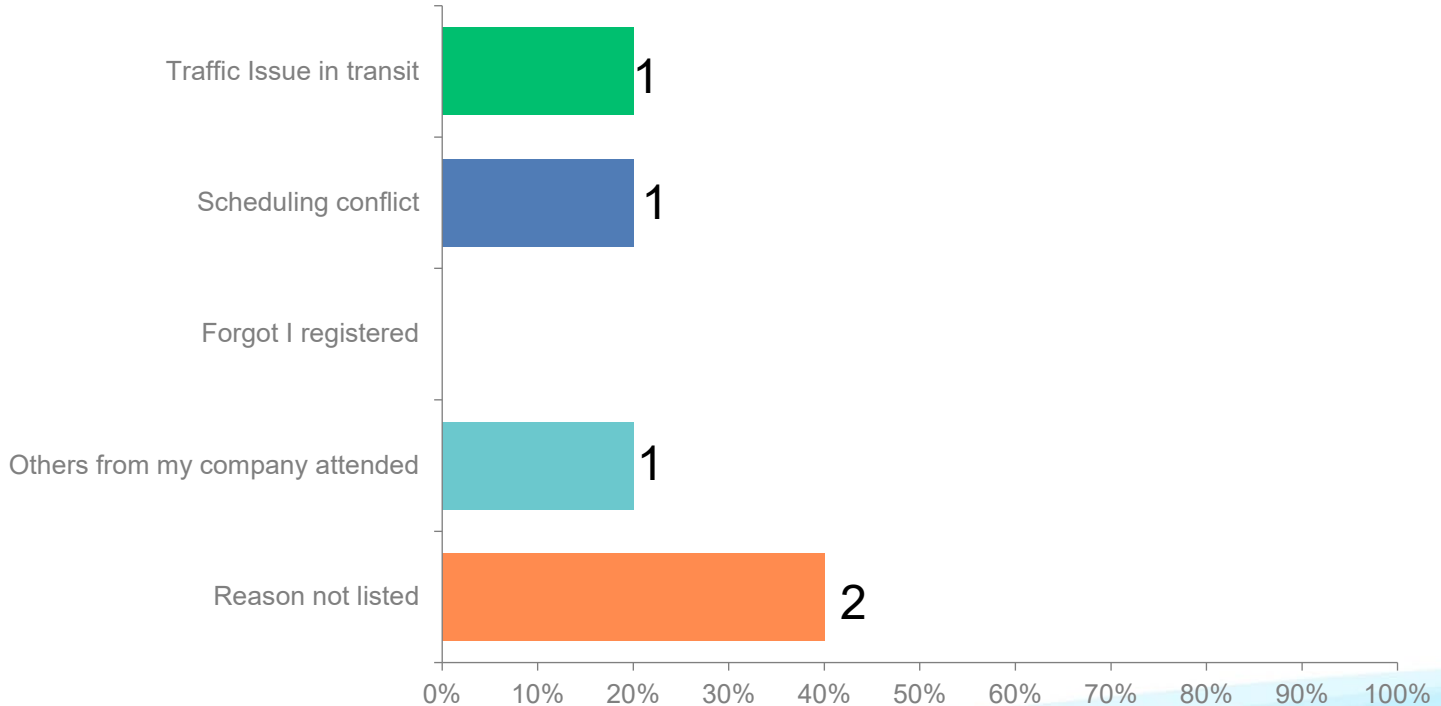
# Q21: Do you currently receive the Procurement Pipeline newsletter?

Answered: 40 | Skipped: 1



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

Answered: 5 | Skipped: 36





# Stats & Recommendations

## WHOVA APP STATS

- 💧 300 attendees expected
- 💧 372 registered with the Whova online registration process
- 💧 253 actual attendance
- 💧 119 No Shows
- 💧 168 attendees downloaded the Whova App (76%)
- 💧 41 evaluations returned for a 16% return rate (*anything above 10% is considered good*)
- 💧 121 mobile app users | web app users
- 💧 8 business cards scanned & exchanged
- 💧 137 private messages (1-on-1)

## FUTURE EVENT RECOMMENDATIONS

- 💧 Use QR Code for checking in attendees.
- 💧 Create a separate ticket for GLWA staff and add dietary needs question for lunch.
- 💧 Add a question to the survey directing attendees to input their contact information for follow up after event.

# Event Attendance

Event Year/Location	Number of Unique Vendors Represented	Registrations	Attendees	Survey Responses
2024 Marriott Auburn Hills (Pontiac)	165	372	253	41 (16%)
2023 Laurel Manor (Livonia)	207	295	221	36 (16%)
2019 Laurel Manor (Livonia)	Data not available	240*	193	75 (31%)
2018 Michigan State University (Troy)	Data not available	261	168	66 (25%)
2017 Shriners Silver Garden (Southfield)	Data not available	219	169	38 (17%)
2016 Crowne Plaza Hotel (Detroit)	Data not available	230	Data not available	No Survey Conducted

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

# Event Photos

