



4TH ANNUAL VENDOR OUTREACH EVENT REPORT

August 14, 2019

OVERVIEW

The following report includes the post-event survey and go-forward event recommendations. As outlined in our engagement kick-off meeting, the Great Lakes Water Authority (GLWA) identified the following success measures regarding this year's Vendor Outreach event and our engagement as follows.

- **Event brand and communications.** RENEE WALKER & ASSOCIATES (RW&A) created and executed a brand and marketing communications program to amplify awareness, elevate the event and support GLWA's established brand.
- **Guest check-in and on-site registration.** An efficient and professional registration process that eliminated bottlenecks and warmly greeted guests upon arrival and departure was a significant success measure.

Approximately 45 percent of event guests used the QR codes to check-in. 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.

- **Vendor facility operations and costs.** RW&A assisted GLWA with the reduction of the food and beverage costs for the event by creating refresh triggers and limits along with a lower guaranteed guest count to ensure guests were accommodated while managing venue and consumption-based item costs.

We also would like to express our sincere appreciation for the opportunity to provide our event management and strategic communications services to support the GLWA's 4th Annual Vendor Outreach event.

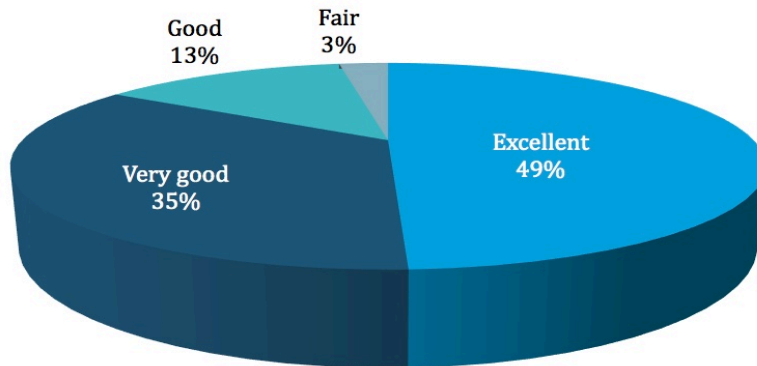




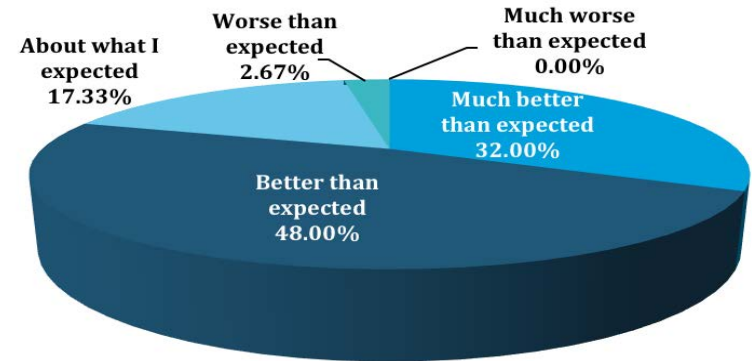
POST-EVENT SURVEY

2019 SURVEY RESULTS

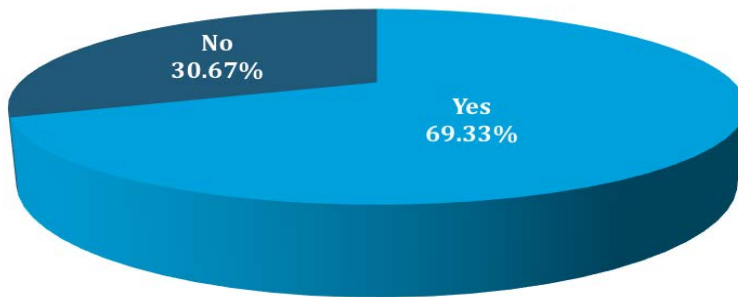
Q1. Overall, how would you rate the GLWA Vendor Outreach event?



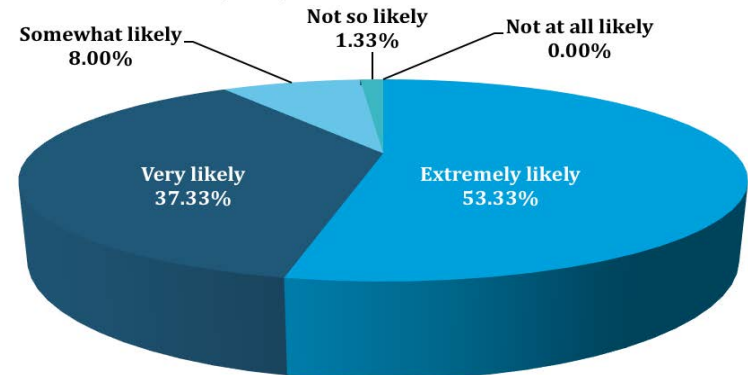
Q3. How well did the Vendor Outreach event meet your expectations?



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

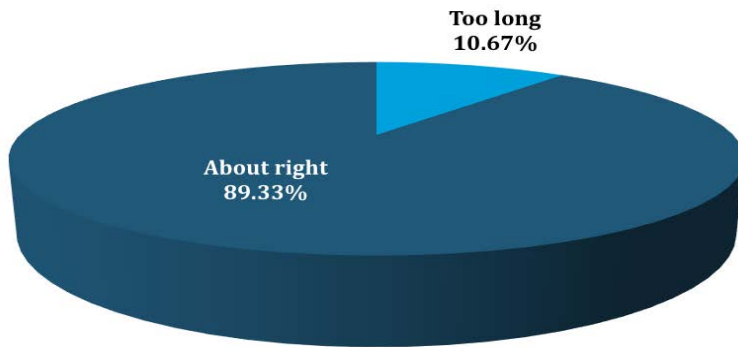


Q4. Based on your experience at the Vendor Outreach, how likely are you to attend future events?

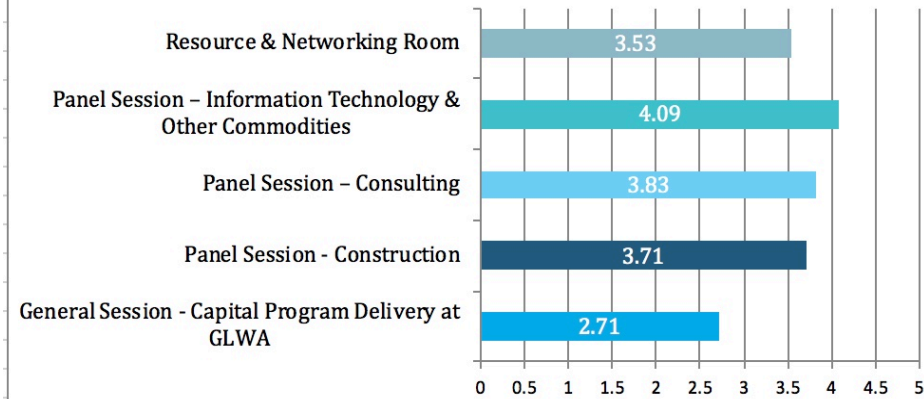


2019 SURVEY RESULTS

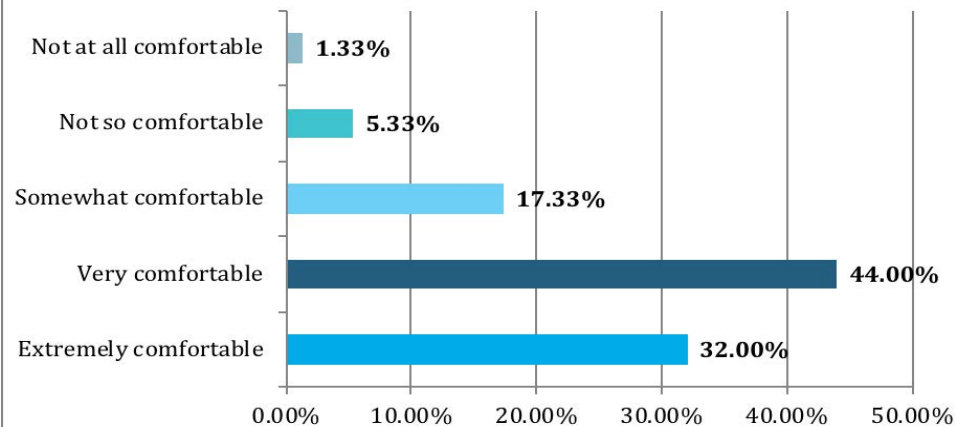
Q5. Do you think the GLWA Vendor Outreach event was too long, too short, or about right?



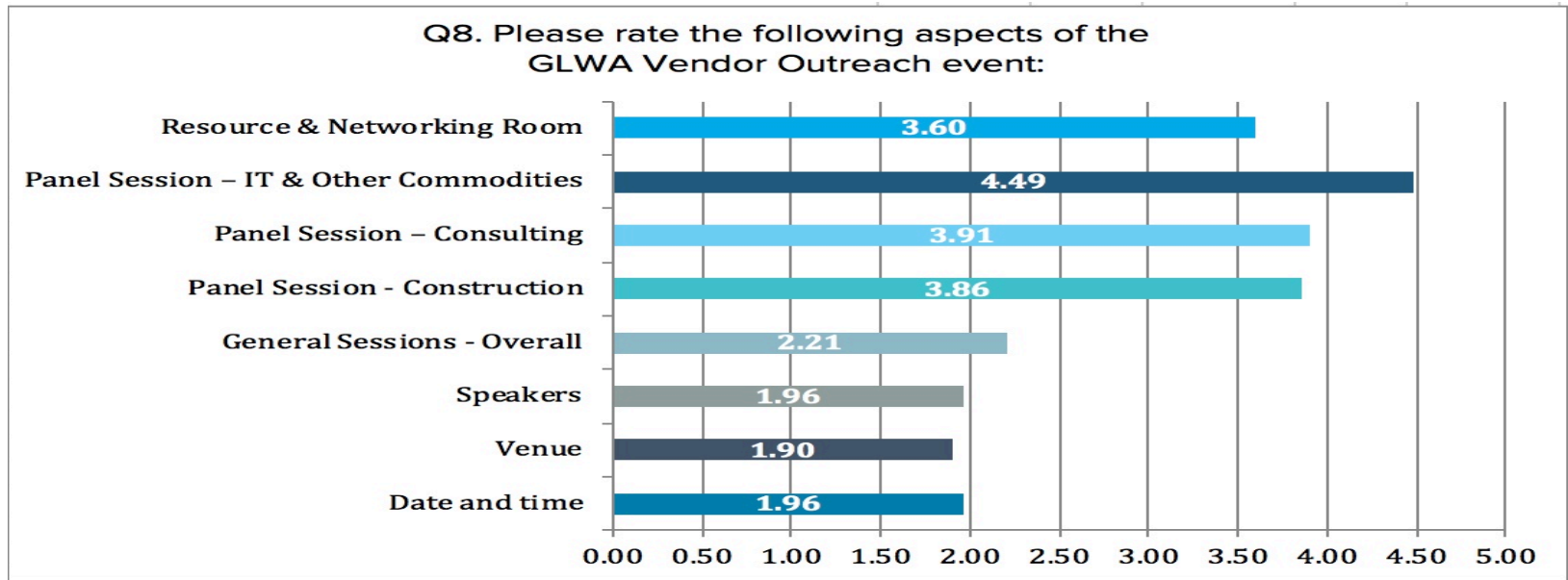
Q6. Thinking about this year's program content, do you want to know more, was it about right, or too much?



Q7. How comfortable did you feel asking questions at the GLWA Vendor Outreach event?



2019 SURVEY RESULTS



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

| | Excellent | | Very Good | | Good | | Fair | | Poor | | N/A - Did not attend | | Total | Weighted Average |
|--|-----------|----|-----------|----|--------|----|-------|---|-------|---|----------------------|----|----------|------------------|
| Date and time | 43.24% | 32 | 37.84% | 28 | 18.92% | 14 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 74 | 1.96 |
| Venue | 46.67% | 35 | 38.67% | 29 | 12.00% | 9 | 2.67% | 2 | 0.00% | 0 | 0.00% | 0 | 75 | 1.90 |
| Speakers | 38.67% | 29 | 48.00% | 36 | 12.00% | 9 | 1.33% | 1 | 0.00% | 0 | 0.00% | 0 | 75 | 1.96 |
| General Sessions - Overall | 34.67% | 26 | 44.00% | 33 | 14.67% | 11 | 4.00% | 3 | 0.00% | 0 | 2.67% | 2 | 75 | 2.21 |
| Panel Session - Construction | 22.22% | 16 | 23.61% | 17 | 13.89% | 10 | 2.78% | 2 | 0.00% | 0 | 37.50% | 27 | 72 | 3.86 |
| Panel Session – Consulting | 19.18% | 14 | 23.29% | 17 | 17.81% | 13 | 2.74% | 2 | 0.00% | 0 | 36.99% | 27 | 73 | 3.91 |
| Panel Session – IT & Other Commodities | 14.86% | 11 | 21.62% | 16 | 10.81% | 8 | 1.35% | 1 | 0.00% | 0 | 51.35% | 38 | 74 | 4.49 |
| Resource & Networking Room | 25.00% | 18 | 25.00% | 18 | 15.28% | 11 | 2.78% | 2 | 0.00% | 0 | 31.94% | 23 | 72 | 3.60 |
| | | | | | | | | | | | | | Answered | 75 |
| | | | | | | | | | | | | | Skipped | 0 |



2019 SURVEY RESULTS

Q9. What was the single most valuable thing you learned at the GLWA Vendor Outreach event?

“High level of transparency and inclusion.”

“Relationship building is key to infiltrating GLWA as a small business owner.”

“GLWA's commitment to transparency.”

“Connected names with faces”

“The goals and future projects of GLWA.”

“Contact information for relevant counterparts.”

“I learned that the staff was very approachable and inclusive of all types of goods and services to be provided to GLWA.”

“GLWA is OPEN to do business with smaller companies!”

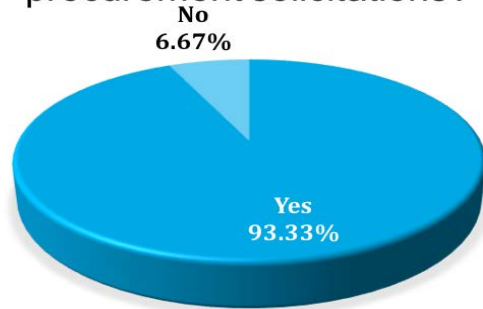
“Having not worked with GLWA before, this was a wonderful introduction into the goals and passion that the representative team members displayed. It is rare that an owner/operator provides the consultant community with a look behind the curtain.”

“Insight into what GLWA is looking for in proposals.”



2019 SURVEY RESULTS

Q10. Now knowing more about GLWA, are you more likely to respond to procurement solicitations?



Q10. If you answered no to Question 10, why are you not likely to participate in GLWA solicitations?

"I am aware of more opportunities for small businesses."

"The Construction buyers don't post results in a timely fashion and when you call them they act as if you are bothering them."

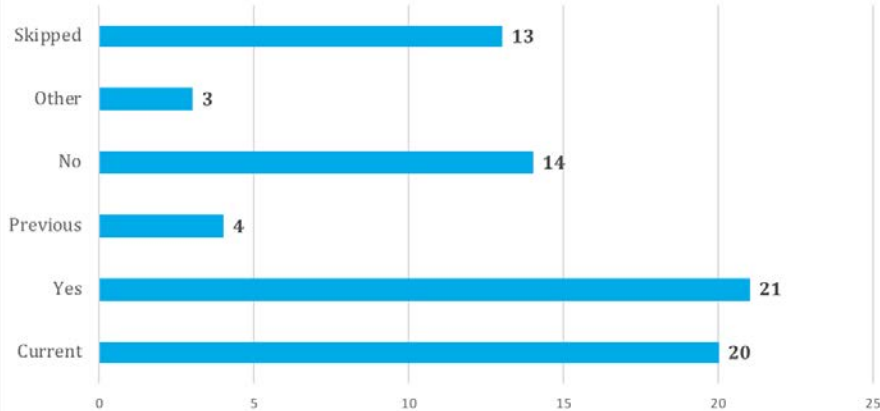
"Primarily because my services are not in demand."

"Supplier to larger organizations, we do not bid exclusively for use of our systems."

"Very informative and so willing to answer any question you have."

"The question was if I am more likely to respond to GLWA participations - we are just as likely as before, so answered no. The information provided doesn't sway us one way or the other, and we are already a vendor and already responding and planning to respond to additional solicitations in the future - just not any higher volume of solicitations (hope that makes sense in the context of the question)."

Q10. If you answered yes to Question 10, are you a current or previous GLWA vendor?



2019 SURVEY RESULTS

Q11. What program changes or topics would you like to see at future events?

“Opportunity to submit questions unanimously ahead of event to allow more thoughtful response.”

“More organized ways for prime and subcontractors can get more acquainted.”

“More connection with buyers, and opportunities”

“It would have been nice to have met other GC's or subcontractors. There were a lot of suppliers. I could not identify other contractors.”

“What project information and feedback on bids
More specifics about upcoming work and how my services are procured.”

“More specifics on actual projects and one on ones with the Procurement team.”

“How to qualify products for QPL and requirements on RFPs.”

“Stories from recent vendors coming to the programs and their experience with GLWA bidding process.”

“I would like to have been able to attend all of the discussion panels since I found value in all of them. I picked the consulting panel based on who was on it and my desire to meet them. I would have liked to be able to also attend the construction and the information panel.”

“Small Business Successes”

“Similar events will be very helpful. Some of the panel discussion focused too much on individual vendor solicitation versus general knowledge transfer.”

“Regarding the bidding process, why are vendors asked to bid against mfg. of products when there is no way a non-mfg company can win the bid going up against the mfg. of the product.”

“Issue the itinerary in the pre-meeting documents and post on the website.”



2019 SURVEY RESULTS

Q12. What information would be helpful to you regarding doing business with GLWA?

"IT and Technical landscape"

"Procurement policies and selection criteria"

"Public discussions and site visits describing goals and scope of projects."

"Responding to solicitations"

"Contract bidding process"

"Continue to share changes within the company impacting small business owners as well as the newsletter."

"Posting of results or public openings. The fact that your buyers say they will award the job in two weeks but they don't even post results in two weeks."

"Information on why my bid/quote was not accepted"

"More access to the buyers and decision makers"

"The codes that are mostly used by GLWA by Bonfire"

"We would like to know the Contractors that have won bids in the past."

"With the full disclosure of the upcoming projects and contact persons, we are really informed."

"Up front information about projects and an accurate schedule of RFP's"

"You do a great job with your regular updates of available opportunities with GLWA."

"Continued advanced notice of future proposal opportunities including interaction with GLWA staff and AECOM team members"

"Bonfire is the best tool to get bids"

"Admin services and other non tech need services"

"Honestly GLWA has done a fabulous job making it easy to work with and get paid"

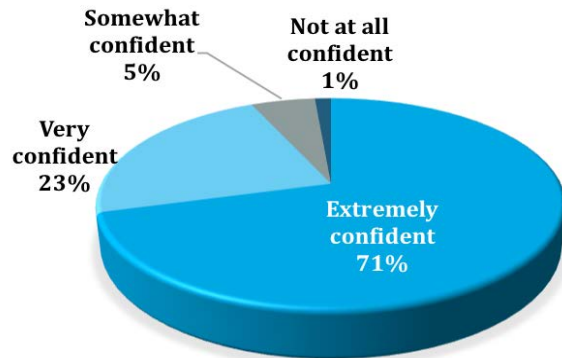
"Surety Bonding Assistance & Education"

"If possible a defined short list of SIC numbers the organization will use to qualify vendors. There are so many SIC numbers it is hard to sign up for all that apply."

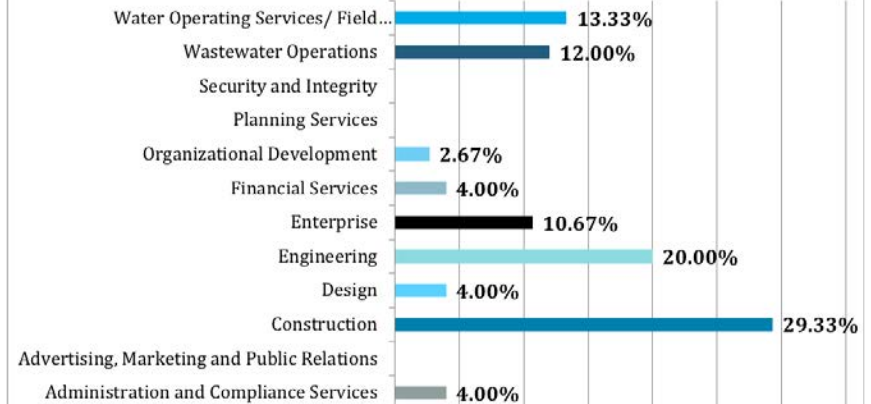


2019 SURVEY RESULTS

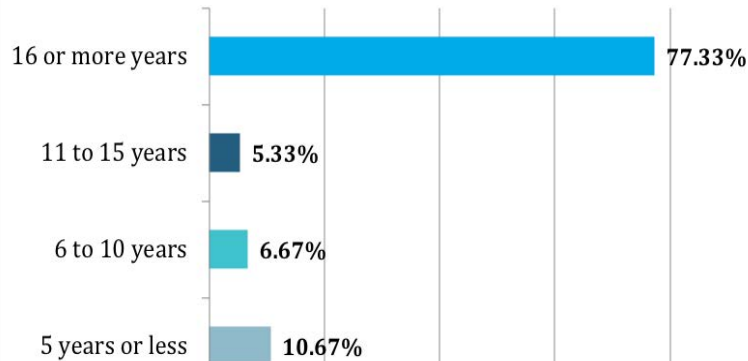
Q13. How confident are you that your company can do business with GLWA?



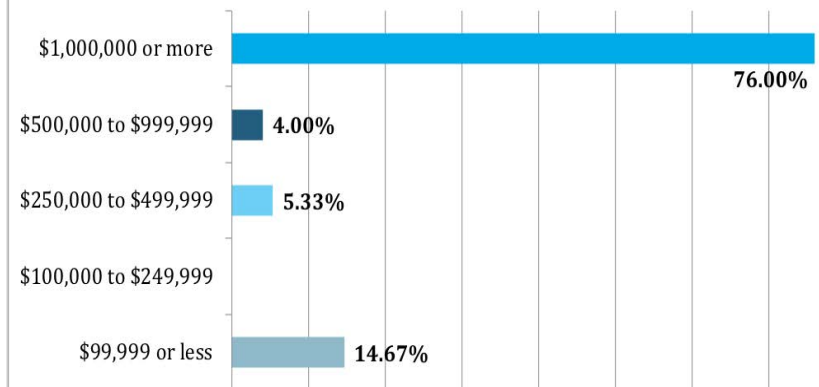
Q15. In which industry is your business?



Q14. How long has your company been in business?

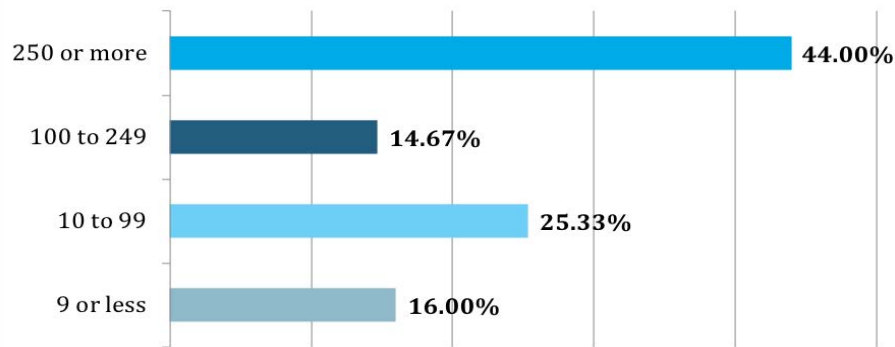


Q16. What was the approximate annual revenue for your company last year?



2019 SURVEY RESULTS

Q17. How many people are employed at your company (i.e., full-time, part-time employees or 1099 contractors)?



Q18. Do you have any other comments, questions, or concerns?

"Interested to see how AECOM supports GLWA. Interested to see a new Design-Build contract that follows industry standard such as DBIA."

"Keep up the good work"

"I admire the growth and energy presented by GLWA as a whole. It appears to be very positive and organic. Keep up the momentum!"

"Would like more focus on opportunities"

"I enjoy the event and look forward to the next one"

"Good Job"

"Everyone involved seemed well prepared"

"Keep up the good work"

"Need safety contacts within the construction realm."

"Please increase the transparency of your project time line - concept, funding, design, bid, construction..."

"Great information, great program and very impressive organization!"

"This event was super helpful for Energy Products. It was a great way for vendors to find other areas they can do business with. For us we were able to meet people such as Dan Alford who we can expand our services that we provide to GLWA. Thank you so much for the opportunity to grow our department by providing more services to GLWA."

"Great job! Very well organized!"



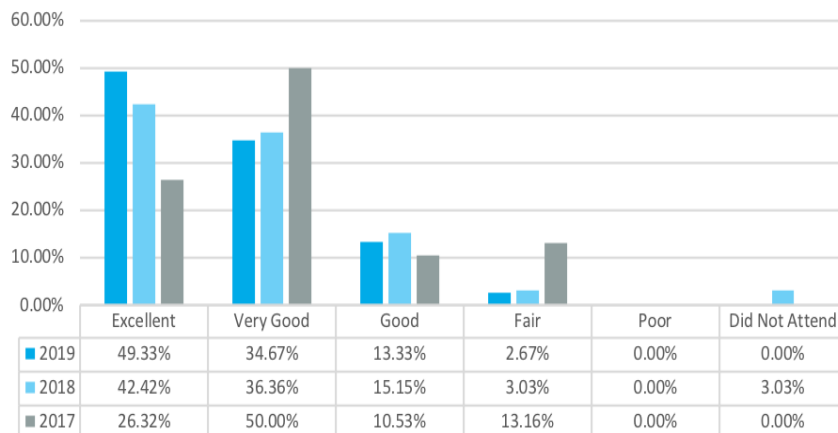
EVENT COMPARISONS

Event Attendance

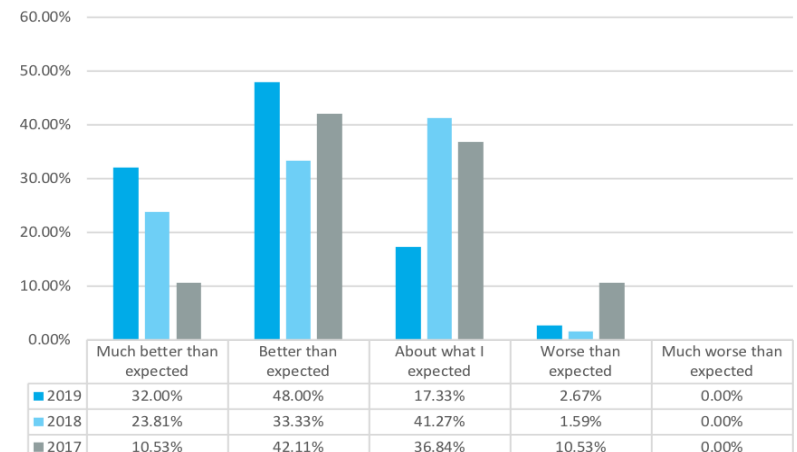
| Event Year/Location | Vendors Represented | Participants | Survey Responses |
|--|---------------------|--------------|---------------------|
| 2019 • Laurel Manor (Livonia) | 193 | 240* | 75 (31%) |
| 2018 • Michigan State University (Troy) | 168 | 261 | 66 (25%) |
| 2017 • Shriners Silver Garden (Southfield) | 169 | 219 | 38 (17%) |
| 2016 • Crown 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.

Overall Event Rating



Event Met Expectations





RECOMMENDATIONS

RECOMMENDATIONS

Several recommendations to enhance future events are outlined below.

- **Vendor success stories.** Highlighting an array of vendor success stories to promote the event and increase the participation of smaller companies through event communications, newsletter and during the event via video is highly recommended.
- **Event program.** Although a majority of survey participants indicated the general session program content was about right, significantly reducing the general session program and including multimedia such as video and live audience polling will enhance the event and increased audience participation.

By reducing the general session program, the breakout sessions could be extended into working sessions and/or offered more than once to enable participants to attend multiple sessions within the current event timeframe.

As smaller businesses are an important GLWA vendor community, creating a specific work/breakout session to address their unique challenges and/or hosting prime and subcontractor meet-and-greet opportunities may help GLWA achieve its desired goals.

- **GLWA guide or cheat sheets.** A guide or cheat sheets that reinforce critical information and highlights important program content would provide participants with an additional tool for future reference. This information also should be communicated on the GLWA website and through other channels.
- **Guest check-in and on-site registration.** To optimize the event participant experience, it is critically important that the registration process is focused on greeting and completing guest check-in and registration as efficiently as possible.



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RENEE WALKER
—
& ASSOCIATES

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Thank You!

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