



GLWA Vendor Outreach Event 2023

September 25, 2023 | Laurel Manor, Livonia, 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 (AKLCC) provide event coordination for the GLWA 2023 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.
- **Recommended and Managed Online Event Registration System.** AKLCC recommended Whova, a conference app that provided an online registration process and online agenda for easy website use that presented a professional and polished look with minimal GLWA staff support. AKLCC 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 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, and room set-up for each session, including linens, tables, chairs, and technology needs.** This required two in-person meetings 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 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. AKLLC assisted GLWA with a better meeting space layout and room allocation for the event content. Food and AV costs were contained by reducing 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. AKLLC 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. AKLLC set up an event survey using 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 2024 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 2023

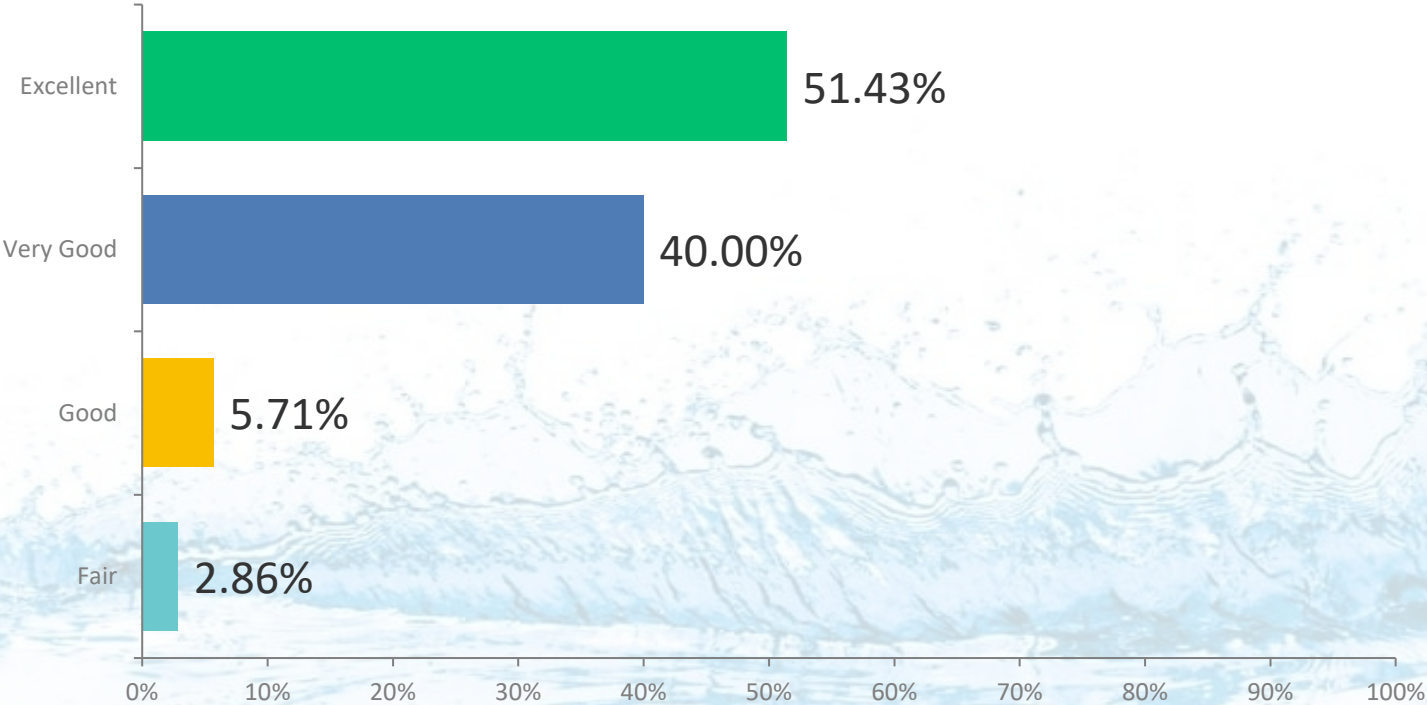
EVALUATIONS RESULTS

36 evaluations received



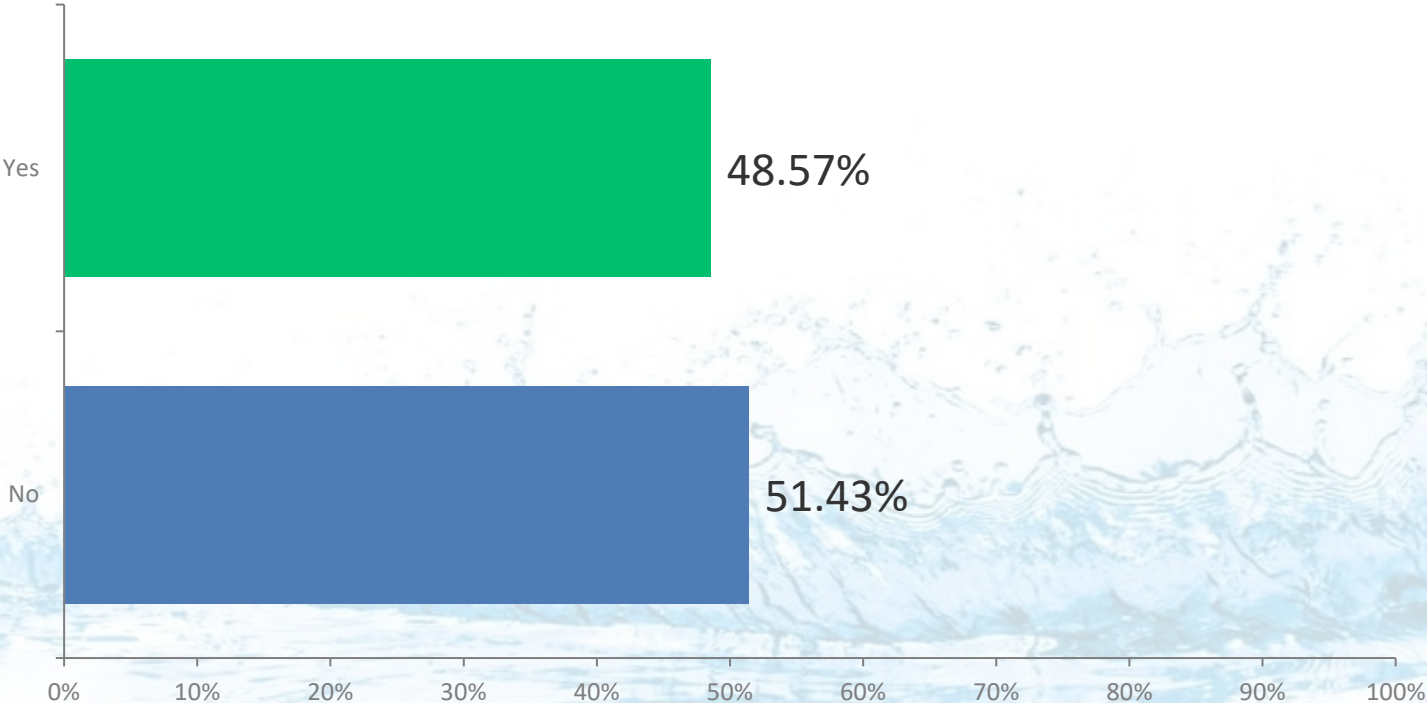
Q1: Overall, how would you rate the GLWA Vendor Outreach event?

Answered: 35 Skipped: 0



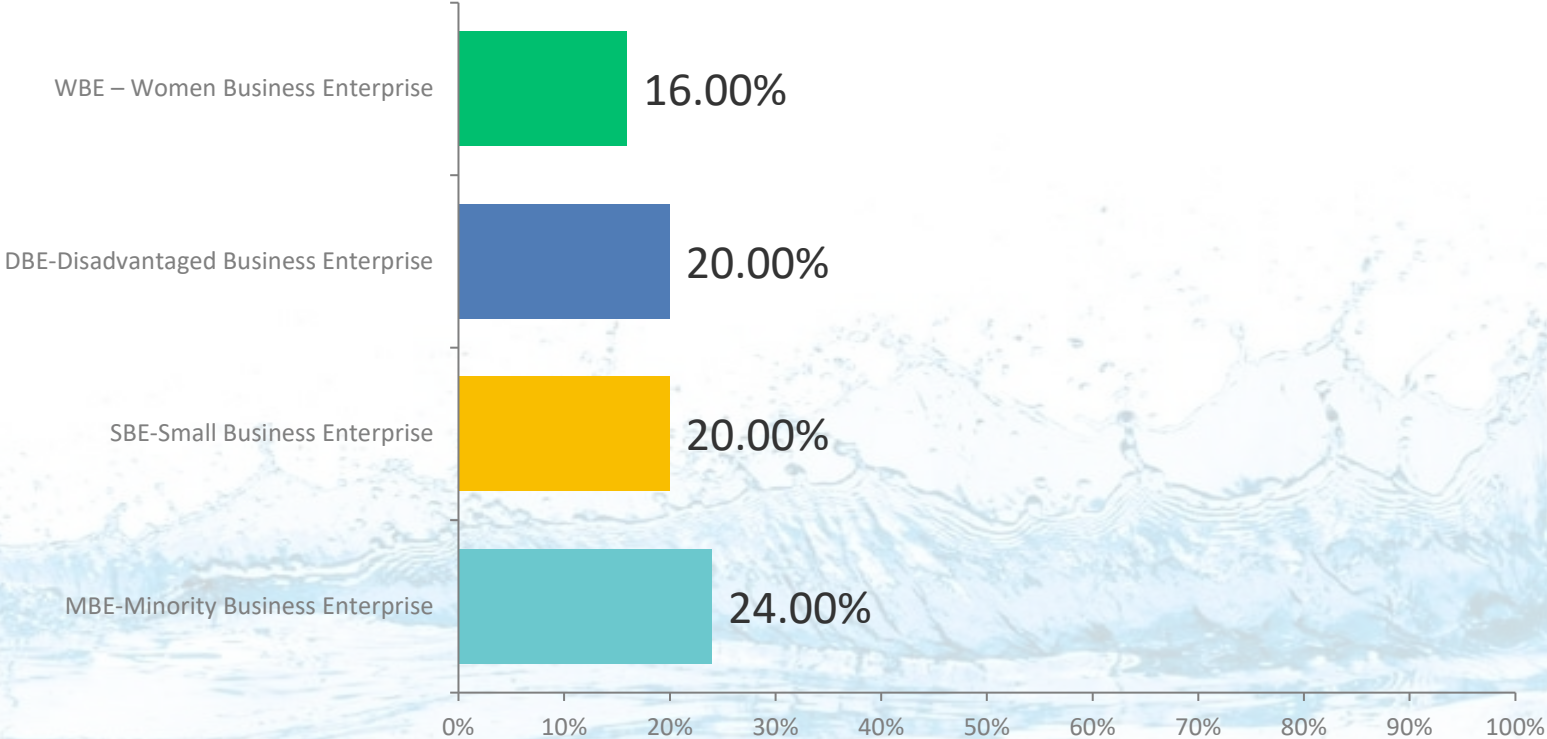
Q2: Was this the first time you attended the GLWA Vendor Outreach event?

Answered: 35 Skipped: 0



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

Answered: 25 Skipped: 10



Q4: Please rate the registration process.

Answered: 34 Skipped: 1



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
★	0%	0%	2.94%	11.76%	85.29%	34	4.82
	0	0	1	4	29		

Comments:

- **Very easy**
- **Didn't take long to register. Friendly greeters made for a pleasant experience.**
- **Annie Kruse was very helpful**
- **Excellent**

Q5: Please rate the Whova Event App

Answered: 29 Skipped: 6



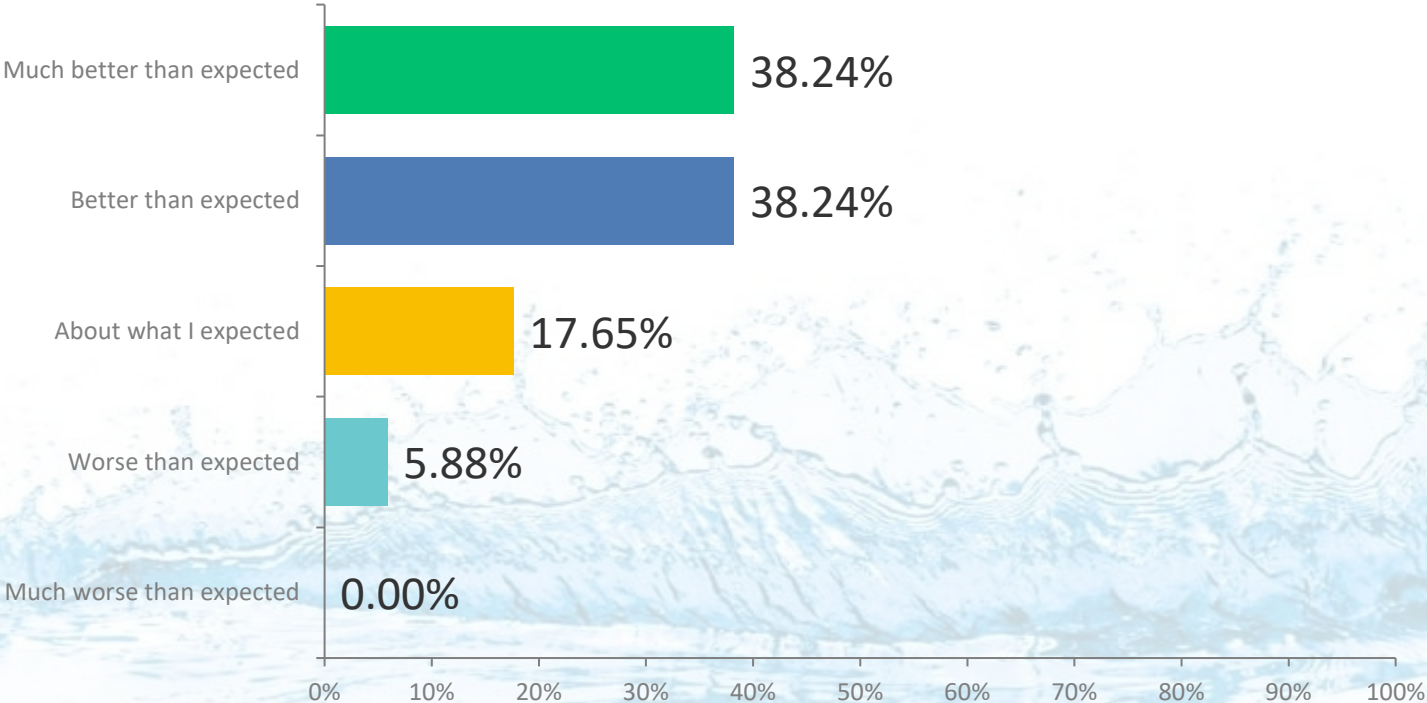
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
★	0%	0%	3.45%	24.14%	72.41%	29	4.69
	0	0	1	7	21		

Comments:

- didn't use
- did not download
- The app is nice - but it seems overkill for this type of event. It's not a huge event with lots of breakouts and buildings, rooms, etc.

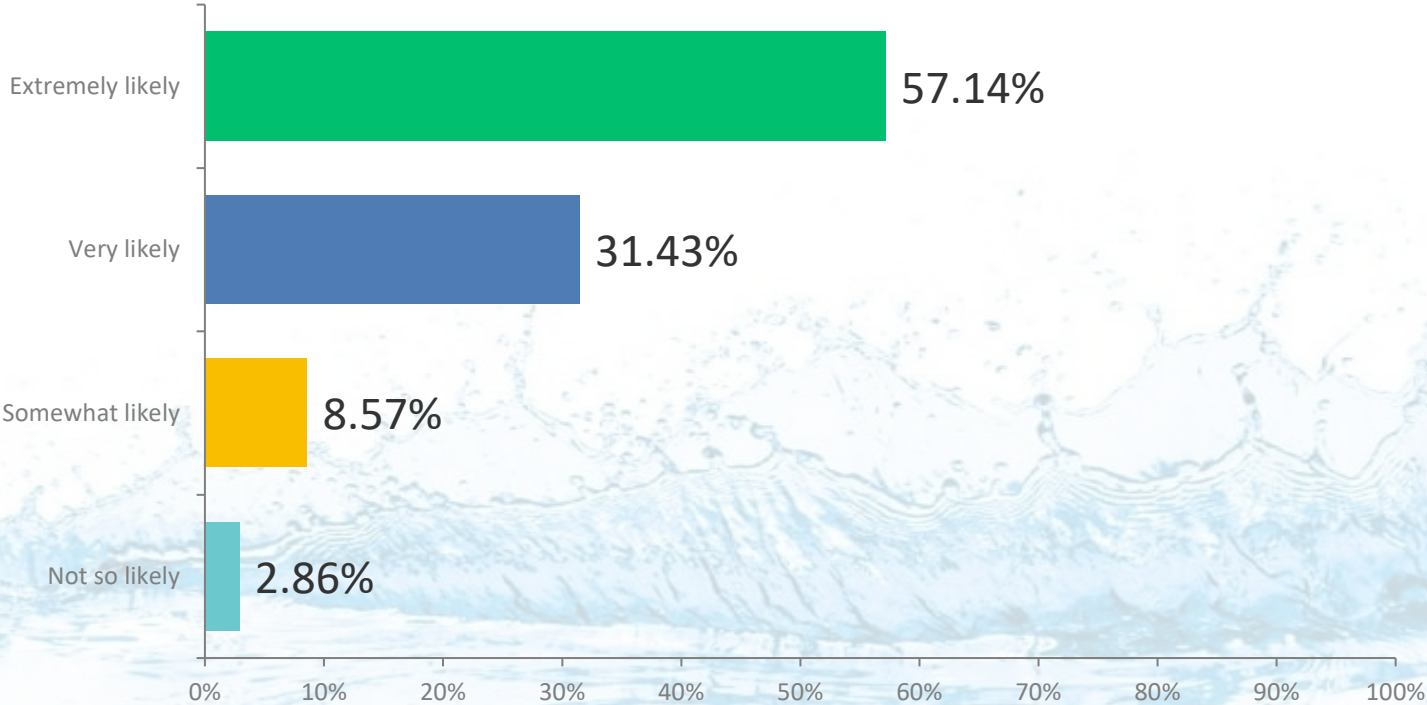
Q6: How well did the Vendor Outreach event meet your expectations?

Answered: 34 Skipped: 1



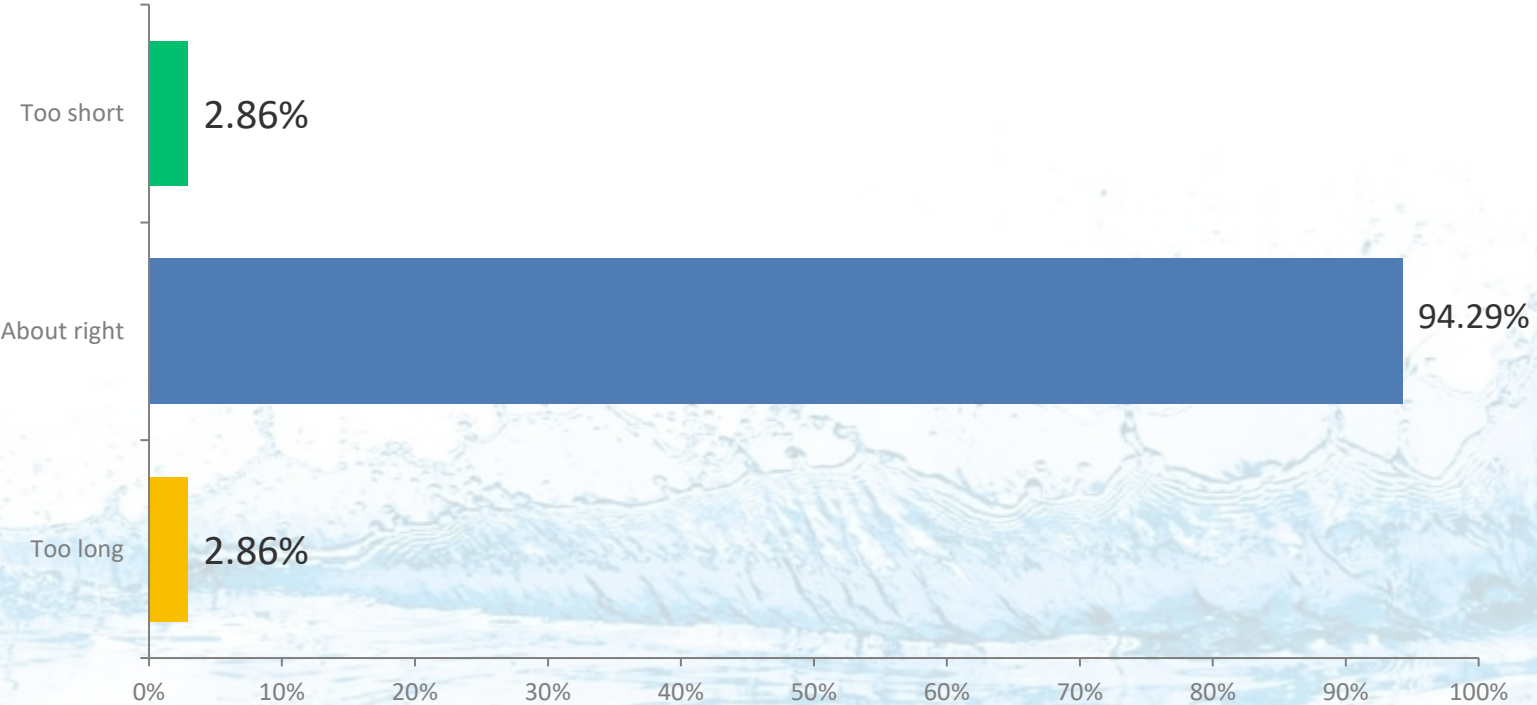
Q7: Based on your experience at the GLWA Vendor Outreach event, how likely are you to attend future events?

Answered: 35 Skipped: 0



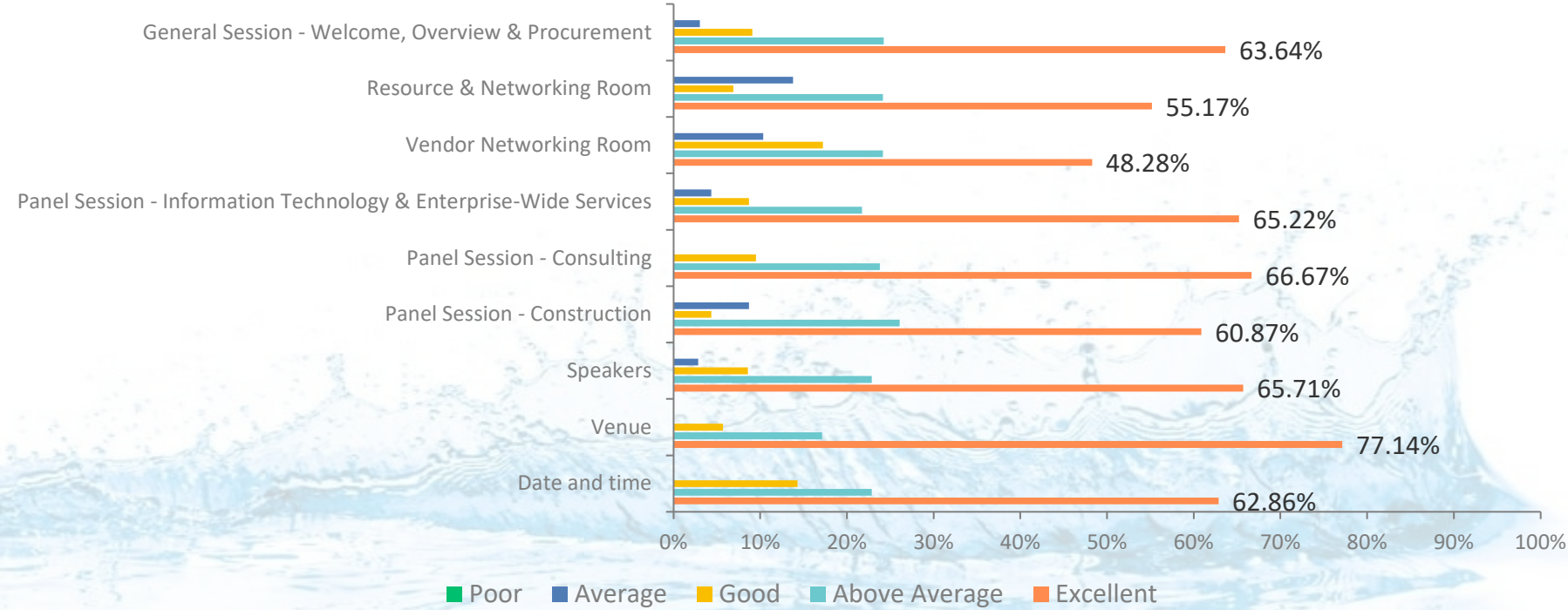
Q8: Do you think the GLWA Vendor Outreach event was too short, about right, or too long?

Answered: 35 Skipped: 0



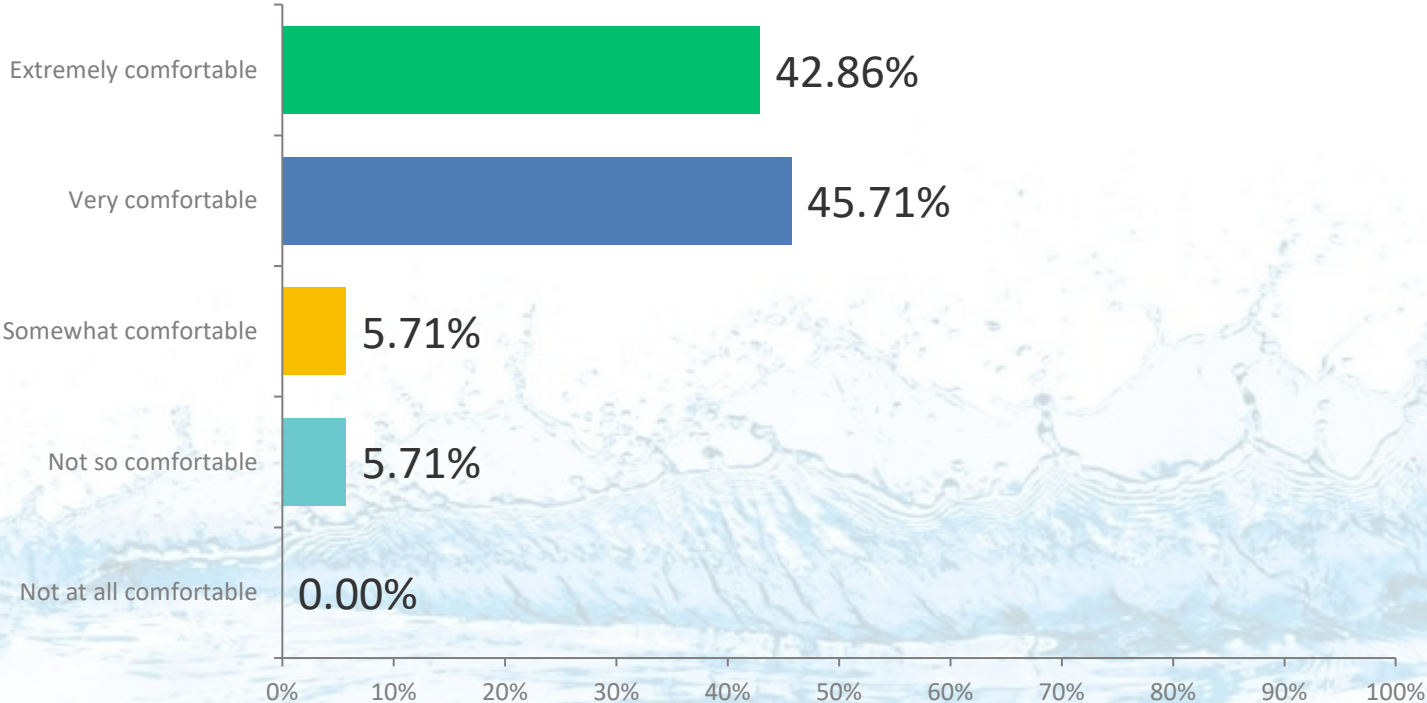
Q9: Please rate the following aspects of the GLWA Vendor Outreach event.

Answered: 35 Skipped: 0



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

Answered: 35 Skipped: 0



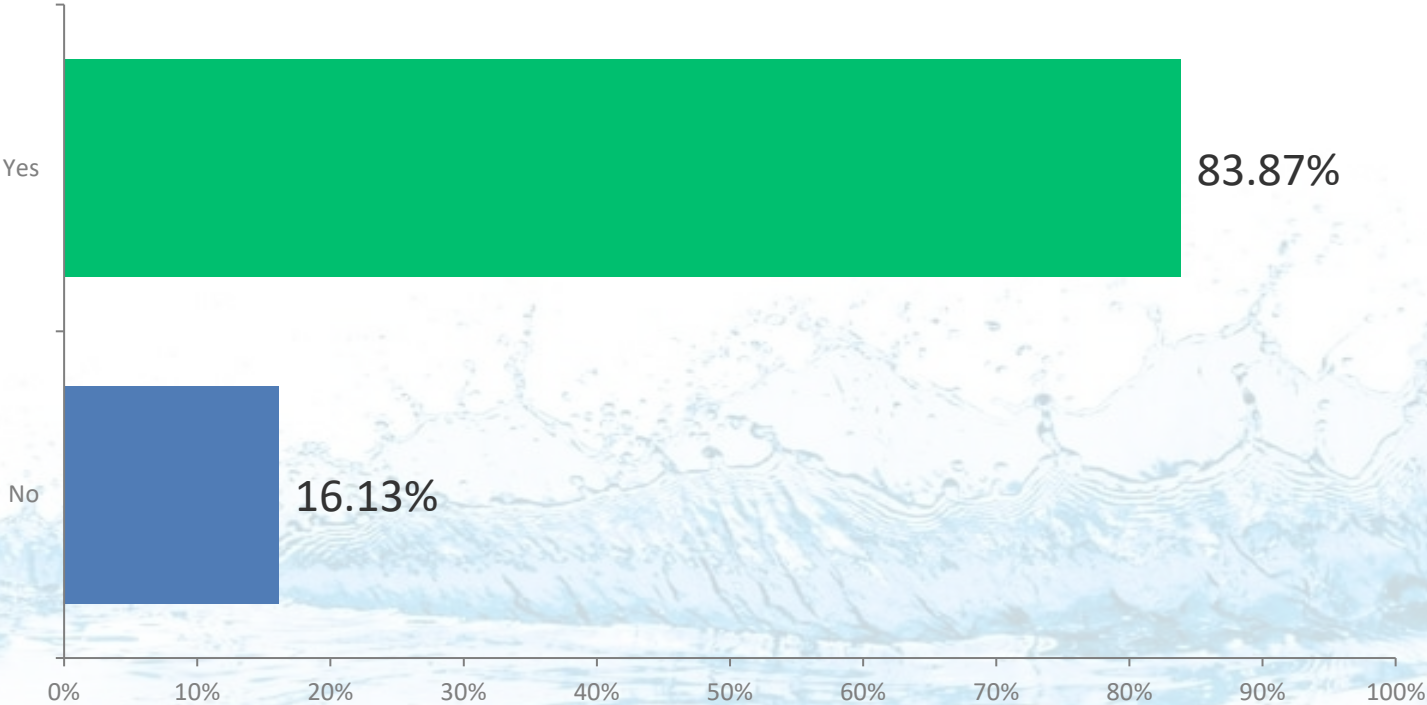
Q11: What was the single most valuable thing you learned at the GLWA Vendor Outreach event?

Answered: 35 Skipped: 0

- **Networking**
- **Q&A**
- **We have a great GLWA team.**
- **Met the buyers. Learned the process of bid submission more clearly. Networked with subcontractors and learned more about the GLWA The capital plan for 24-29.**
- **Meeting everyone.**
- **Learning about the org chart at GLWA was valuable.**
- **The vast need for services that my business can provide to the GLWA.**
- **Availability of the GLWA Managers was excellent. Discussion of upcoming opportunities was excellent. Discussion of Procurement procedures was excellent.**
- **Connecting with GLWA vendors.**
- **How the team works together.**
- **That I need to contact PROCUREMENT first.**
- **Opportunities for small businesses.**
- **That you are here to work with us!**
- **The collaboration efforts between GLWA and the vendors were evident.**
- **Much more valuable information about GLWA.**

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

Answered: 31 Skipped: 4



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

Answered: 12 Skipped: 24

- **Bonfire interface, talk about ways to help improve the interface. Lessons learned on large procurements.**
- **Catering to new and emerging businesses in the breakout sessions.**
- **Discussion of Opportunities for local and smaller engineering businesses.**
- **Hear about the service GLWA provides at water and wastewater plants.**
- **I would recommend having representatives from Accounts Payable to understand the process and understand who to talk to and what we can do to ensure timely payments.**
- **Perhaps split the morning portion for companies that have worked with GLWA and those that have not.**
- **More in depth details of the RFQ review process.**
- **More about the actual projects going on now and, in the future,- I felt this was breezed over.**
- **Contractor booths so DBE's can visit us and meet us and get registered in our systems.**
- **Updates to the BID Program as it evolves.**
- **I was satisfied with the topics presented.**
- **Perhaps a little more information on upcoming Capital Projects.**
- **Have Accounts Payable attend.**
- **Technology innovation ingress.**
- **New materials acceptance and processes.**
- **As a supplier, I would like to see more access to meeting the contractors and also...just a clearer understanding on who handles my specific commodities ...but I will find that out lol.**

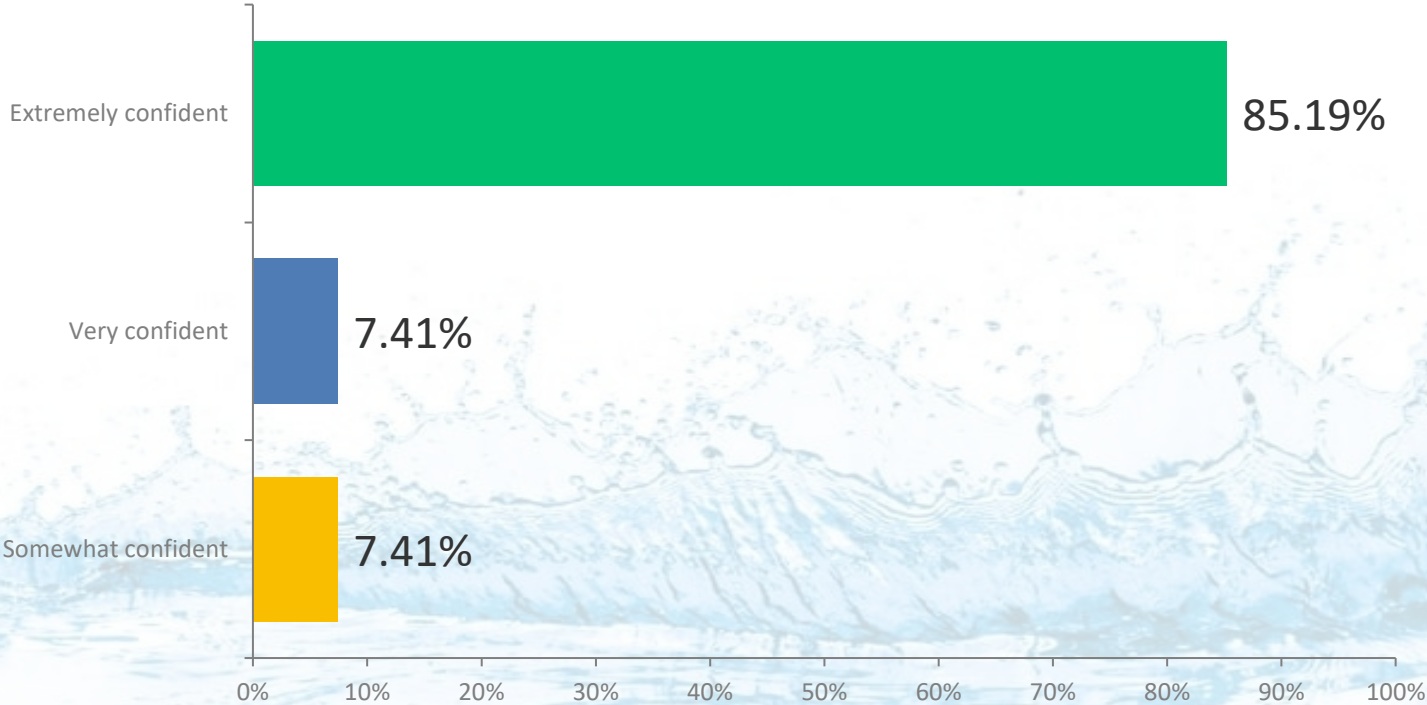
Q16: What information would be helpful to you regarding doing business with GLWA?

Answered: 20 Skipped: 16

- **Meet and greet with procurement buyers and the life cycle project managers. We are never allowed to talk to them, so this event is good opportunity. GLWA should understand how the procurement process works for vendors who are involved with CIP projects. The pipeline and CIP accuracy is important to our business plan. And when the pipeline is inaccurate it hurts our ability to plan for prepare to bid large CIP projects.**
- **Nuts and bolts of registration of new business relationships between small specialized businesses with GLWA.**
- **Clarification of the CIP information.**
- **Small business bidding opportunities.**
- **Would like more information on creating opportunities for our company to bid on GLWA.**
- **lots of talk on how to register and that GLWA wants to do business with companies - but yet there is nothing to know if we want to do business with them - not enough on why and what is coming down the pipeline that would peak my interest except to keep an eye on the portal.**
- **Payment process.**
- **The online information is sufficient.**
- **How to qualify as a small business.**
- **How do I get a new product accepted.**
- **Understand who my commodity buyers are.**
- **Capital plan.**

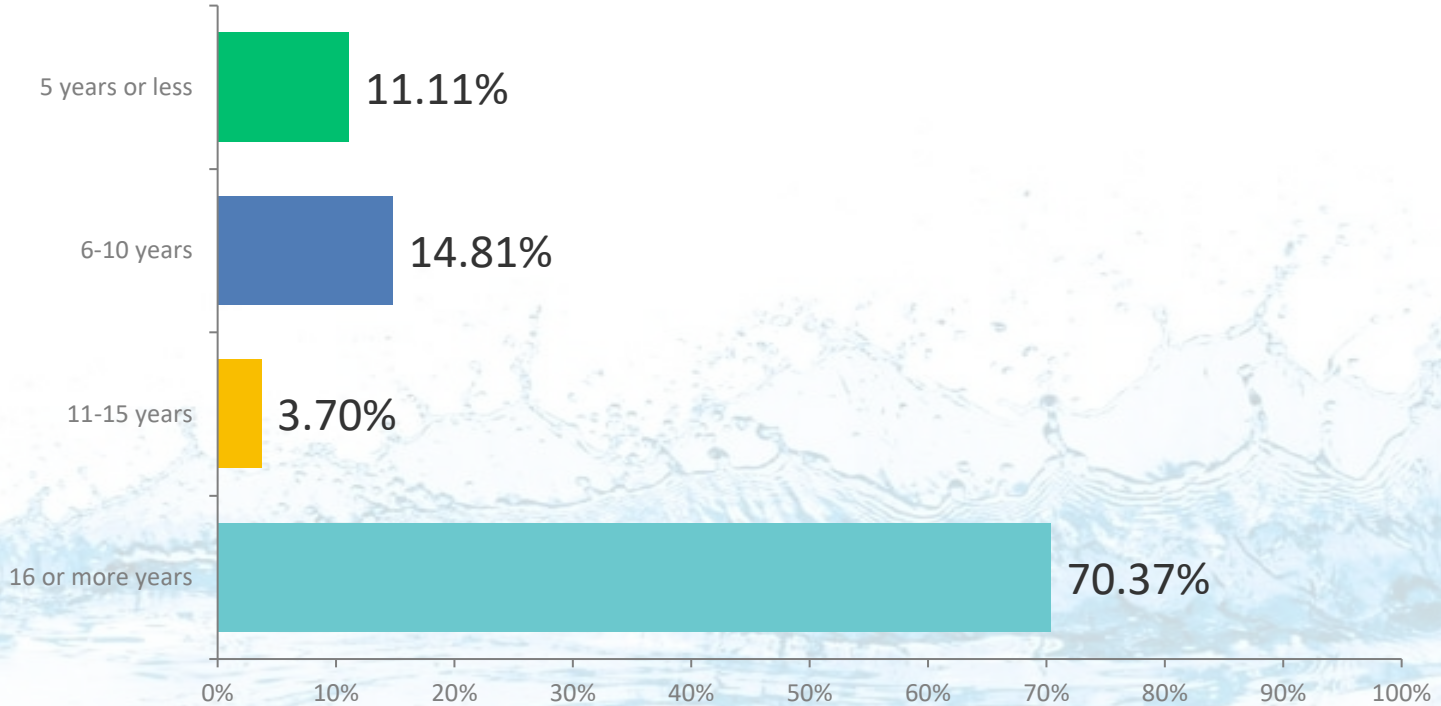
Q17: How confident are you that your company can do business with GLWA?

Answered: 27 Skipped: 8



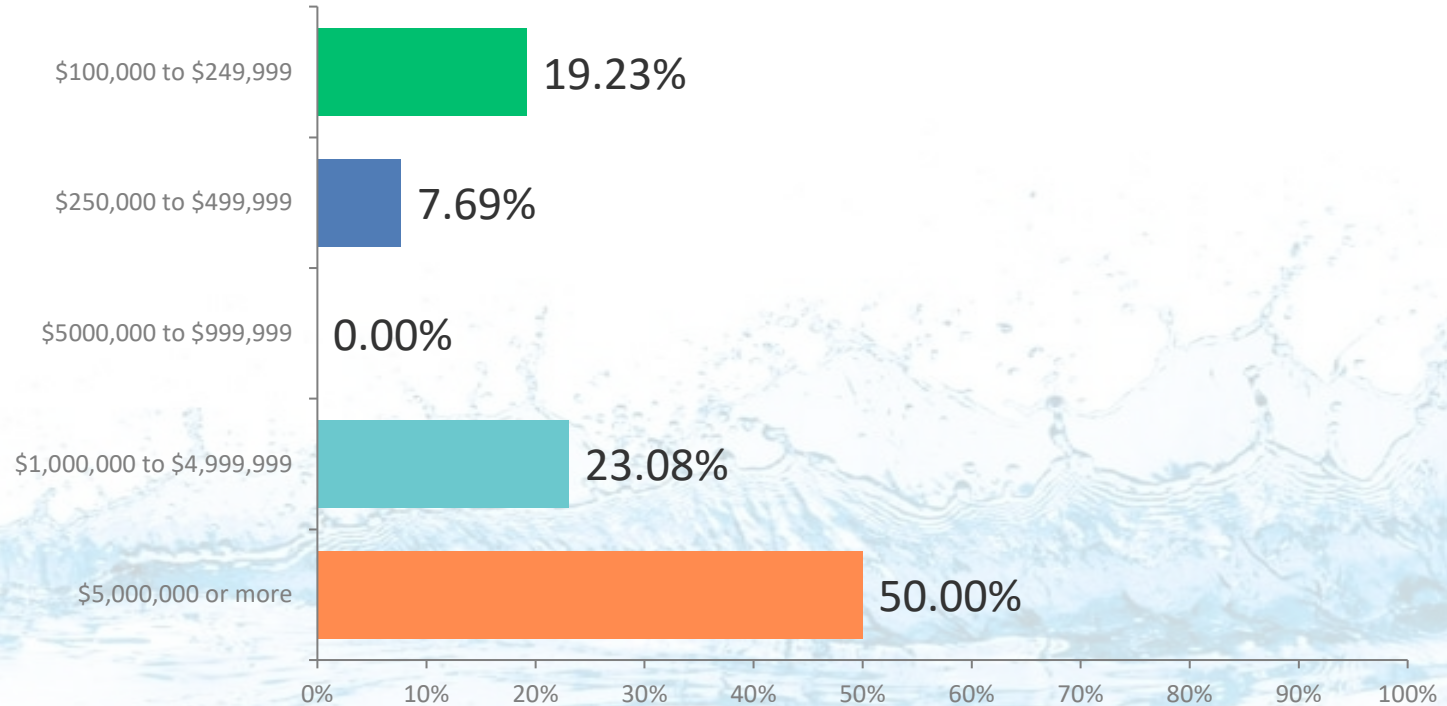
Q18: How long has your company been in business?

Answered: 27 Skipped: 8



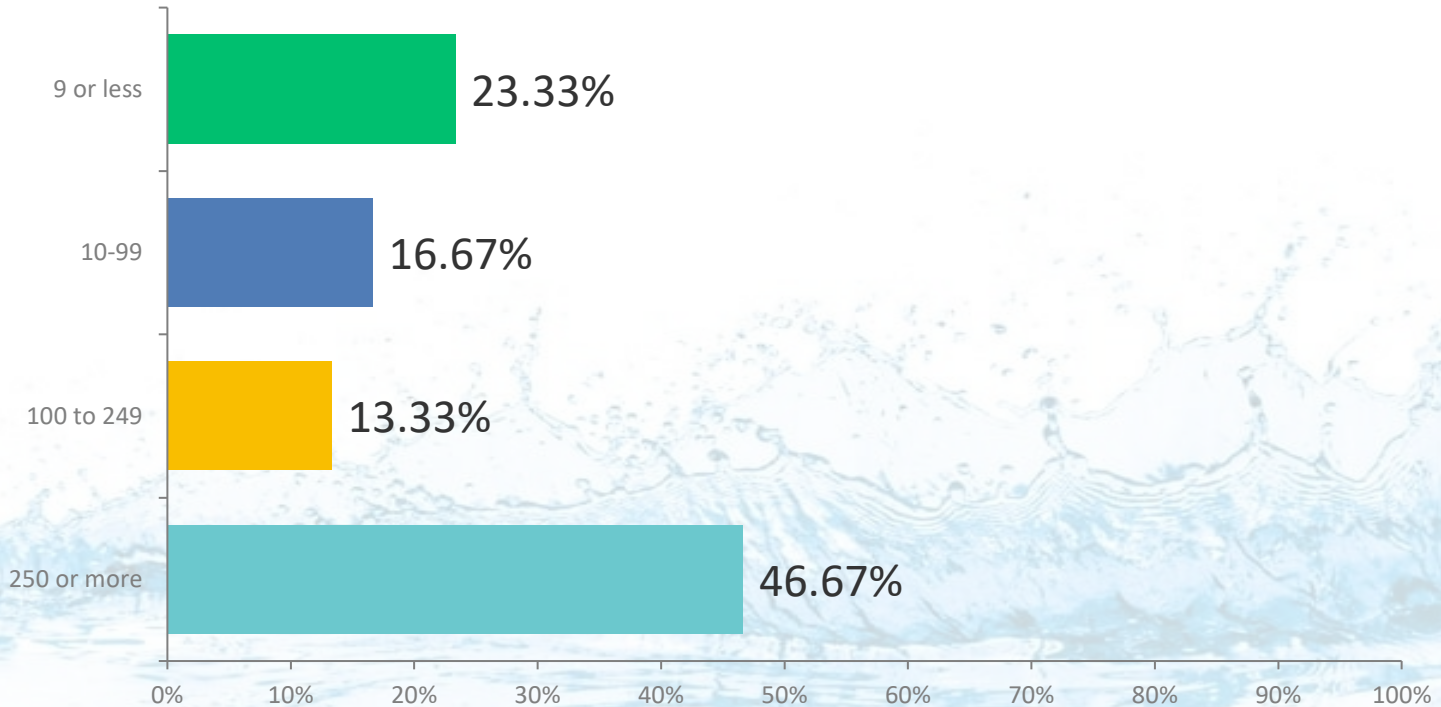
Q19: What is the approximate annual revenue for your company last year?

Answered: 26 Skipped: 9



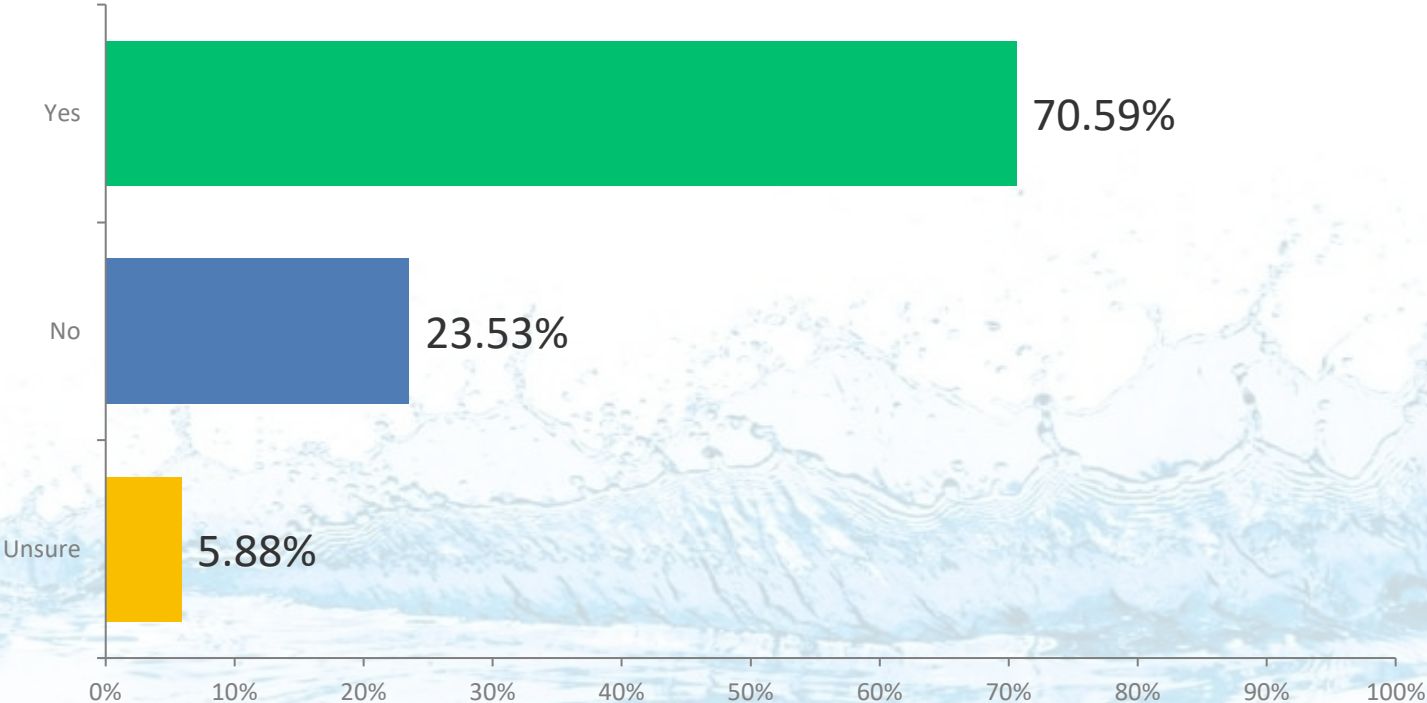
Q20: How many people are employed at your company (i.e., full-time, part-time employees or 1099 contractors)?

Answered: 30 Skipped: 5



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

Answered: 34 Skipped: 1



STATS & RECOMMENDATIONS

WHOVA APP STATS

- 300 attendees expected
- 295 registered with the Whova online registration process
- 221 actual attendance
- 168 attendees downloaded the Whova App (76%)
- 36 evaluations returned for a 16% return rate (*anything above 10% is considered good*)
- 137 mobile app users | 52 web app users
- 119 business cards scanned & exchanged
- 279 private messages (1-on-1)
- 16 photos were shared

FUTURE EVENT RECOMMENDATIONS

- Use QR Code for checking in attendees.
- Provide a question/set of questions specifically for GLWA staff to answer on the evaluation.
- Resource Room location needs to be closer to the general session room.
- Must identify the small companies and follow up after the event. This was listed as a recommendation on the 2019 evaluation, and it is also a comment made in this year's evaluation. Add a question to the survey directing attendees to input their contact information for follow up after event.
- Improve facilitation of vendor-to-vendor contact/networking.
- Provide more content during session times and less time to ask questions.
- Announce what companies are in the Vendor Resource Room by posting a sign at registration or a list in the Whova App.

EVENT ATTENDANCE

Event Year/Location	Vendors Represented	Participants	Survey Responses
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.