NOCCI event marketing & logistics



Over the years, NOCCI's team has established relationships with Louisiana's finest suppliers, and they are able to call on these connections to make each group's event memorable and successful.

"We cannot say enough about the quality and character of the NOCCI team. They were professional, prompt, organized, creative and considerate. They took the time to listen to what was important to the hosts and translated that into what has become a fantastic outreach tool for our organization."

- Blair Butler, National Evacuation Conference

We have been privileged to work with a distinguished group of clients:



New Orleans Chamber

of Commerce

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Client: New Orleans Chamber of Commerce

Project: 2020 POWER UP: Women's Leadership Conference (August 3-7, 2020) Number of Attendees: 600

When the Chamber decided to go virtual, nocci stepped in from the beginning and guided and produced the 2020 POWER UP: Women's Leadership Conference



Scope of Services: Venue

Set up a studio inside the Hyatt New Orleans Hotel
The studio included a stage, multiple backdrops, camera risers, three cameras, and much other equipment to make a seamless virtual conference



Virtual Conference Platform and App

- Research and secured the best virtual conference platform and app for the conference
- Created format, layout & flow on the virtual platform
- Activated and organized chosen engagement features
- Integrated other engagement tools and platforms to create exactly what the client wanted.
- Built the app that complements the virtual web platform
- Created format, layout and flow of the app
- Upload all the information into the virtual platform including but not limited to attendees, speakers, sponsors, ect.
- Input link for the live stream and pre-recorded session into the platform



Registration:

Worked with the client to export the information from the New Orleans Chamber's existing registration platform so it can be uploaded to the Virtual Conferencing Platform Software
Uploaded all registrants (650) into the platform

Speaker Management

- Coordinated and scheduled a run-through rehearsal prior to pre-recording or live recording with each speaker
- Made sure the speakers ran a speed test to ensure the minimum system requirements
- Checked equipment, technology, background, lighting, ect. For each speaker to make sure highlighted them in the best possible way
- Was available to all speakers for any technical questions they may have had
- Worked with the speakers to make sure presentations were formatted correction for the platform.
- Uploaded any speaker documents for attendees to the program

Engagements

- Created special engagements to help the attendees feel as "normal" as they can
 - Q&A Session
 - Networking Events
 - Bingo
 - Virtual Scavenger Hunt





Sponsorship Management

- Coordinated with sponsors to make sure we delivered on the sponsor deliverables
- Received all logos, graphics, commercials, etc. from sponsors and made sure they were both in the platform and to the production company for maximum exposure
- Communicated with the sponsors if they had any technical or creative deliverable issues

Communications:

- Created daily emails leading up to the conference highlighting different aspect of the conference, platform, and app
- Created and scheduled push notifications within the platform regarding the following:
 - Daily reminders of all the sessions for the day
 - Reminders sessions will start in 15 minutes
 - Sponsor promotion
 - · Sent out any last-minute updates the conference had
 - Sent out the survey at the end of the event





Creative Deliverables

- Created graphics needed for web platform and app
- Created sponsor slideshow and hold slides before and after each session

Food & Beverage

- Secured the caterer
- Worked with the caterer to select menu for the Fidelity P.O.W.E.R. Luncheon
- Coordinated with the caterer to confirm plan to deliver 350 lunches all across the Greater New Orleans Area







Onsite Team

Production Manager

- Oversaw all team
- Managed run of the show

Speaker Management Team

- Final Check-ins with speakers
- Confirmed start times & times zones
- Verified the speaker had the correct streaming link
- Stood by to help with any speaker issue

- Platform and Live Stream Team

• Worked with the production company to make sure

everything was up and running

- Tested Live Stream links each morning
- Monitored overall quality of the event including audio and video

- Engagement Team

- Managed Q&A sessions
- Moderated Networking Events
- Monitored rapidly scrolling questions
- Filters questions for Speakers (if needed)

• Implemented the engagement activities (i.e. Virtual scavenger hunt)

- Technical Support Team

- Dedicated point person for support who delegated to the team accordingly
- Monitored all channels for tech questions

- Food and Beverage Coordinator

• Managed the delivery of 350 lunches over the Greater New Orleans area



Post Event

- Ensured the post-event content (all sessions on demand) is online and available until the end of the year
- Analyzed and prepared a post-event metrics report for the online performance





"NOCCI understands our company's objectives for each event, the value of our relationships with our customers, and has never failed to exceed our expectations."

- DEBRA CAUSEY, NEPTUNE TECHNOLOGY GROUP INC.

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