

## CHALLENGE:

Scooter's Coffee approached Designing Events for help with utilizing their conference to overcome concerns associated with their extensive growth plans. They wanted to insure that they could maintain trust, relationships and communication between existing franchisees and an expanding corporate staff in the midst of record setting growth plans -- while simultaneously upholding the brand's original core values. Their franchisee conference was the perfect place to tackle this challenge.



designingevents

CASE STUDY



## CLIENT:

Scooter's Coffee  
Founded in 1998  
Over 200 locations in  
14 states

Growth plan to exceed  
500 locations in 3 years

## TESTIMONIAL:

WOW WOW WOW!!! The feedback from franchisees has been overwhelming. Thank you for your dedication to our conference. The aligned messaging (relationship, trust and caring for our franchisees) throughout the conference was so important to us, you helped make that happen.

Mike Rogers, COO at Scooter's Coffee

## CONFERENCE SOLUTIONS:



### Crafting Key Messages

A crucial piece of this challenge was, *what do we want to say, and how are we going to say it?* Designing Events provided Scooter's Coffee with the tools to evoke emotion and create engagement amongst attendees without losing focus on the key business messages that needed to be delivered.

#### How did we do this?

- Specialized speaker training
- Extensive rehearsals
- Professional production services
- Customized room set-ups
- Continual assessment of presentation materials



### Designing the Atmosphere

Scooter's Coffee wanted this conference to stand out. This was no ordinary time to be an owner... so this shouldn't be an ordinary conference. They wanted the experience to be welcoming and full of energy to keep the mood positive and optimistic.

#### How did we create this atmosphere?

- Carefully selecting music and lighting for different segments of the event
- Strategically placing corporate staff around the entire event to create opportunity for organic conversation
- Presentations with surprise elements
- Selecting a location and venue desirable to the audience
- A deliberate opening and closing of the conference with celebratory elements



### Building Relationships

Wanting to design a conference that built relationships between corporate staff and franchisees, and also among franchisees, Scooter's Coffee knew that simply including networking events as part of the program wasn't going to be enough.

#### How did we facilitate relationships?

- Strategically assigned franchisees to sessions so they spent time learning and sharing together
- Creating scenarios that placed specific franchisees together to create connections that felt natural
- Designing a schedule that had the right amount of down time between events to keep attendees relaxed but engaged
- Deliberately planning events that were conducive to socializing and relationship building