



Leveraging *event technology*  
for a premier healthcare  
organization



**ATTENDEES:**  
106



**YEARS WITH  
FCM M&E:** 8



**MOBILE APP ADOPTION  
RATE:** 90.57%

## ADVANCING HEALTHCARE FOR ALL AMERICANS

For over 40 years, one of the largest philanthropic organizations committed to improving health and health equity in the US hosts an annual change leadership conference. This event serves as a networking and learning institute for grant recipients who have proven their dedication in addressing significant healthcare challenges in their communities.

## 8 YEARS OF INNOVATIVE SOLUTIONS

In 2023, this nonprofit partnered with FCM Meetings & Events for the eighth consecutive year to streamline the conference's logistics. Their primary goal was clear: enhance attendee experience through advanced mobile apps and technology.

FCM M&E took on the request in addition to standard organization and management of the leadership conference. Specifically, the team managed:

- Registration via CVENT, ensuring all requests were within policy and budget
- Air travel logistics, including itinerary review and approval
- Airport and off-site transfers
- Vendor sourcing
- Hotel rooming arrangements via hotel partnership
- Event space logistics
- Food & beverage
- Delegate communications
- Development and maintenance of the event registration website
- A dedicated mobile app for real-time updates and personalized agendas

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## A CUSTOMIZABLE LEARNING JOURNEY

The 2023 conference occurred over three days in late September at the Loews Kansas City Convention Center in Missouri. In attendance were grant recipients from the midwest and southwest regions of the US. A Northeastern edition occurred in Boston earlier that year.

On **DAY 1**, the event kicked off with a dedicated registration day. Attendees collected their name badges and downloaded the designated mobile app, which provided a customizable event agenda and other essential details. The evening featured an informal meet and greet for attendees, with hors d'oeuvres and music from a local violinist.

**DAY 2** featured voluntary sessions, which attendees could sign up for via the mobile app. These discussions included Bob-E Simpson Counseling, yoga, and 1:1 Communication Consultations. Due to high booking for the 1:1 sessions, facilitators were prepared to extend their hours to accommodate more participants. The day was punctuated with onsite breakfast and lunch as well as brief breaks for healing art activities, ranging from aromatherapy to sound therapy. To close out the night, attendees were treated to a buffet-style dinner, dance lessons from the Kansas City Steppers, and even a karaoke DJ.

The **FINAL DAY** featured more voluntary sessions, concluding with a grab-and-go lunch prior to guests' departure. This flexible format allowed participants to engage in final learning opportunities before heading home.

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## RESULTS

Feedback from the client underscored their profound appreciation for FCM Meetings & Events ability to handle the heavy lifting of event and travel planning, which allowed them to focus on the event's core content.

The dedicated mobile app played a pivotal role, providing attendees with personalized agendas and real-time updates, which significantly enhanced their overall experience and allowed for smooth navigation throughout the event.

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## WHERE EXPERTISE AND INNOVATION MEET

At FCM Meetings & Events, we blend decades of experience with cutting-edge technology to deliver seamless, engaging, and memorable events. With over 40 years of expertise and a global reach spanning over 100 countries, we pride ourselves on providing tailored solutions that meet the unique needs of our clients.

Our commitment to innovation ensures that we stay ahead of the curve. From event registration and check-in software to venue sourcing and supplier solutions, our fully integrated tech suite is designed to make meetings and events more effective, more engaging, and more memorable.

