



*Organizing* an annual  
conference for a real  
estate firm



**ATTENDEES:**  
400



**LOCATION:**  
DALLAS, TEXAS



**AIR TRAVEL SAVINGS**  
20%

## AN OPPORTUNITY TO CELEBRATE

Every year, a real estate and property management client holds a Leadership Conference. The event is an opportunity for the group's teams to learn about how the company is performing, what lies ahead in the future, and to celebrate the teams' achievements in an awards ceremony.

## A PACKED AGENDA

2023's leadership conference was the first to be held in-person in three years and took place over three days at Omni Fort Worth Hotel, Dallas-Fort Worth, Texas in May 2023.

**DAY 1** started with registration where attendees collected their name badges, agendas and a welcome gift bag including a Rocketbook notebook, and either an Apple AirTag or Tile Mate. In the afternoon, a formal State of the Company and awards ceremony was held, streamed virtually to watch parties in other locations. This was followed by a buffet dinner, a Western casino-themed after party with DJ, and a separate VIP after party for top sponsors and executives.

On **DAY 2**, groups were assigned different activities including the Multifamily Learning Conference with TeamSight Assessments and live facilitator, and an offsite property tour and lunch. In the evening, 20 "Sponsor Salon Dinners" were held across seven different venues, as well as "Fun Night Out in Texas" themed evenings self-managed by regional teams.

On the **FINAL DAY**, five separate Multifamily team meetings were held for 200 delegates, and the entire group departed.

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## OFFLOADING THE PRESSURE

For the first time in its 20-year history, the client turned to an agency to organize the event in 2023. The client wanted to take the heavy lifting of planning an event and travel logistics off their internal committees.

FCM Meetings & Events took on the organization and management of the leadership conference for its 400 attendees, including:

- Sourcing vendors
- Managing air travel logistics
- Organizing airport and offsite transfers
- Partnering with host hotel to manage hotel rooming and requests
- Event space logistics
- Food & beverage
- Delegate communications
- Sponsor commitment
- Event registration websites
- Live streaming set-up
- Managing the event and travel budget

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## RESULTS

During the post-event debrief, the client's key planners expressed their appreciation for all that FCM Meetings & Events was able to take on. It meant that rather than focusing on the tiny details, they could instead stay focused on the wider event direction and needs of their colleagues.

As well as creating some headspace for the internal team, the FCM Meetings & Events team also generated savings. Based on the original budget, they were able to save almost 10% on estimated land costs, and 20% total air costs.

The client's internal teams now have their eyes on 2024's event, with FCM Meetings & Events taking on the management once again.

