

EXPERTISE | CAPABILITIES

Outsource to an Expert

With over fifteen years of marketing and events experience, we manage large-scale conferences, focused seminars, corporate incentive events, and not-for-profit meetings and fundraisers.

Our expertise extends across multiple industries, from financial services to issues involving work-life balance. We have worked with, and for, Fortune 100 Corporate clients as well as smaller entrepreneurial clients, and we can adapt our best practices to make every event successful.

We will manage:

- ❖ **Site Selection and Recommendations**
- ❖ **Agenda Research and Creation**
- ❖ **Speaker Review and Recommendations**
- ❖ **Presentation Coaching, Development, and Preparation**
- ❖ **Meeting Promotion and Registration**
- ❖ **Onsite Collateral and Material**
- ❖ **Project and Team Management**
- ❖ **Onsite Execution and Management**
- ❖ **Sponsor Coordination**
- ❖ **Post Event Evaluation and Metrics**

We will provide an overall level of **organization** and **management** that allow you to benefit from, and enjoy, your event.

EXPERIENCE | BACKGROUND

Clients & Companies

As employees, consultants, and/or project managers we've worked for companies including **MetLife, Bloomingdales, AIG, the American Red Cross, the New York Junior League, and Career Relaunch.**

Successful agendas have included speakers such as Duke's Coach **Mike Kryzewski**, President **Gerald Ford**, General **Norman Schwarzkopf, Bob Woodward, Dick Vitale, James Carville and Newt Gingrich**, Senator **Bill Bradley** and **Pat Buchanan.**

We've worked with multi-million dollar budgets and also effectively turned around fundraisers or small-scale meetings on a shoestring.

And as part of our client base - we represent ourselves. **Detours&OnRamps** is a conference run entirely as a subset of the McCartan & Company business; this event, recognizing women's efforts to balance career with family and providing education and resources for them, is two years old and has been recognized in the industry and in the press as an outstanding, one-of-a kind event. As the event founder, Meghan McCartan was recognized by **Avon's Hello Tomorrow Fund** with an award for "Women Changing the World".

Effective Partnerships

Over the years, we have worked with and developed outstanding relationships with resources who can help provide:

- Audio Visual Support
- Contract Review and Negotiation
- Speakers and Sessions
- Design and Web Services
- Video Support

Each of these resources is a true partner and can testify to our capabilities.

Resumes, Samples, and References available upon request.

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Favorable Response

*Meghan has the ability to organize and execute large scale sales conferences and special events. She is detail oriented and has knack for knowing what works for events of that size and magnitude. It has been my pleasure to work with her...**Craig W. Markham**, President, Walnut Street Securities/MetLife Broker/Dealer Group*

*Detours&OnRamps winning application to the Avon Hello Tomorrow Fund fell under the category of "business development," and met the Fund's criteria to clearly present unique and achievable objectives to empower women or girls and ultimately improve society. It was selected from a pool of strong contenders by an expert panel of judges, including **Suze Orman**, America's most recognized expert on personal finance, who said "I spent much time on this applicant's website and was seriously impressed with the actions she has already taken and put in place to make this dream a reality...I truly believe that with or without this award she would have succeeded and that inspires me."*



*Thanks for all of your help...I appreciate how well you prepared me for my presentation and the manner in which you took care of me...you were great...**Coach Mike Kryzewski, Duke***



CAPABILITIES IN DETAIL

SITE SELECTION

Choosing the right venue for your meeting can quite simply be the difference between success and failure. Both location and venue must suit the meeting's overall goals. Budget is always a leading consideration.

We will research options and present detailed recommendations based on meeting size, needs, and overall goals. Recommendations will include detailed pricing and budget forecasts, and wherever possible will include reference information from past groups.

We are not affiliated with or rewarded by any venue or hotel chain; our recommendations are based simply on the needs of the meeting.

AGENDA RESEARCH & CREATION

Whether a single-day focused forum or a multi-day meeting with offsite/evening events, we will outline a well-timed agenda covering educational topics, industry news, relevant and well-reviewed keynotes.

Regardless of industry, we understand the fundamentals of keeping attendees tuned in and topics on-target. We can work independently or with key business owners on crafting an agenda that works. Examples and samples available upon request.

CASE STUDY

A recent financial services event was held in Boston, MA. The company had found that the meeting had grown fairly large; breakout sessions were often oversubscribed and crowded. Exhibit space was at a premium. Yet often key sessions were "undercrowded" as attendees left to partake of the city they were in.

Solution: Hold the meeting in the new Westin, slightly off the beaten track (and closer to the airport than downtown, saving on transportation). Breakout rooms were spacious. The large exhibit hall made a great backdrop for sponsors with bars and food stations throughout to lure attendees to every exhibit. Amenities onsite were generous; yet getting into town involved a cab ride, encouraging many to stay for sessions and networking rather than leaving for lunch. The Boston experience was not overlooked; attendees were treated to an evening event at the expansive and very "Boston" John F. Kennedy Memorial Library, with a Boston-themed menu following a tour of the city.

Overall meeting attendance broke records; individual sessions were full without being overcrowded; management AND attendees were extremely pleased and looked forward to returning the following year.

CAPABILITIES IN DETAIL

SPEAKER REVIEW

Over the years we've seen excellent (and less than excellent) speakers and have the expertise to match the right speaker to the right event. Furthermore, we have excellent relationships with top-tier speaker bureaus who can provide advice and resources to reach the best speakers in any industry.

PRESENTATION COACHING, DEVELOPMENT AND PREPARATION

Presenting is more than bullets in PowerPoint. We can work with key management, salespeople, or other presenters to craft an effective presentation and ensure that key messages are consistent across multiple speakers.

We can also coach presenters (up to and including full-day presentation courses) on effective delivery. Principals have had extensive presentation training, including at the Dale Carnegie School.

Outstanding partnerships with several top resources mean that we can help with multi-media presentations; past clients have incorporated original video, effective movie clips, even a gameshow format.

CASE STUDY

A client hoped to have LTC Greg Gadsen, a highly-decorated veteran from the Iraq War whom the NY Giants had credited with inspiring their 2007-8 Superbowl win, as a keynote speaker. The challenge was that LTC Gadsen had not done professional appearances and the audience was a nerve-inducing 800+.

Instead of having LTC Gadsen speak alone, we suggested an interview format and retained an ESPN anchor. The one-on-one "conversation" drew every member of the audience in to an outstanding and inspirational talk, and reviews were excellent. Furthermore, LTC Gadsen felt that he was able to tell his story effectively. In fact, both Gadsen and Mark Schlereth, the ESPN interviewer, have subsequently pitched this format/partnership to others.

CAPABILITIES IN DETAIL

MEETING PROMOTION AND REGISTRATION ONSITE COLLATERAL AND MATERIAL

With backgrounds in marketing and design, we can create a distinctive look and feel for material that helps promote your event and reinforces your message with onsite material.

Whether you have a finite group of invitees or hope to reach out to a wide audience to encourage attendance we can create and execute a plan for driving attendance to a goal number.

Please ask to review our extensive library of samples for **recognition / incentive events, business meetings, charity events, and lifestyle events.**

CASE STUDY

A client produced extensive agenda booklets for a national conference at a cost of \$38/booklet, with a total cost in the thousands. These books were obsolete upon printing due to the nature of changing speakers, topics, etc.

We suggested and executed a new concept: agendas that were personalized to attendee and able to be printed on demand. We retained the "style" of the meeting through well-designed upscale letterhead and improved the experience through personalizing the agenda.

Attendees very much appreciated their own personal schedule; the agenda process was refined as attendees chose sessions ahead (with the additional benefit of better estimates of session-size) and the cost per agenda went from \$38/per attendee to less than \$1.