



DRIVING STAKEHOLDER VALUE THROUGH PROCESS OPTIMIZATION AND IMPROVEMENT

A government organization that advocates for local businesses looks to IUCG to help them optimize and improve informational sessions for local businesses.

Client's Challenge

- Poor event management processes inhibiting informational sessions effectiveness and usefulness for business owners
- Unclear goals for desired outcomes from the informational session
- Lack of event awareness reduced participation from local business owners
- Improving audience engagement was a major challenge for the client

IUCG's Solution

- The project team analysed the performance of several client-hosted forums including their content and pre-event organizational processes
- Fix event management processes to drive continuous improvement of the forums
- Devised standardized guidelines pertaining to event role designations, marketing strategy and operations management



Business Impact

- Client was able to streamline event management processes and can more easily manage necessary forum tasks
- New found high-level of transparency allows client to react to delays or unforeseen circumstances more effectively and in a more organized fashion, bringing exceptional value to all stakeholders

"I had a great time working with a local government organization. Our project team used our strengths to manage the client and focus our attentions to where we could help the most. In the end we presented a deliverable that proved to be valuable to both IUCG and BID"

-Matt Doheny, Student Analyst