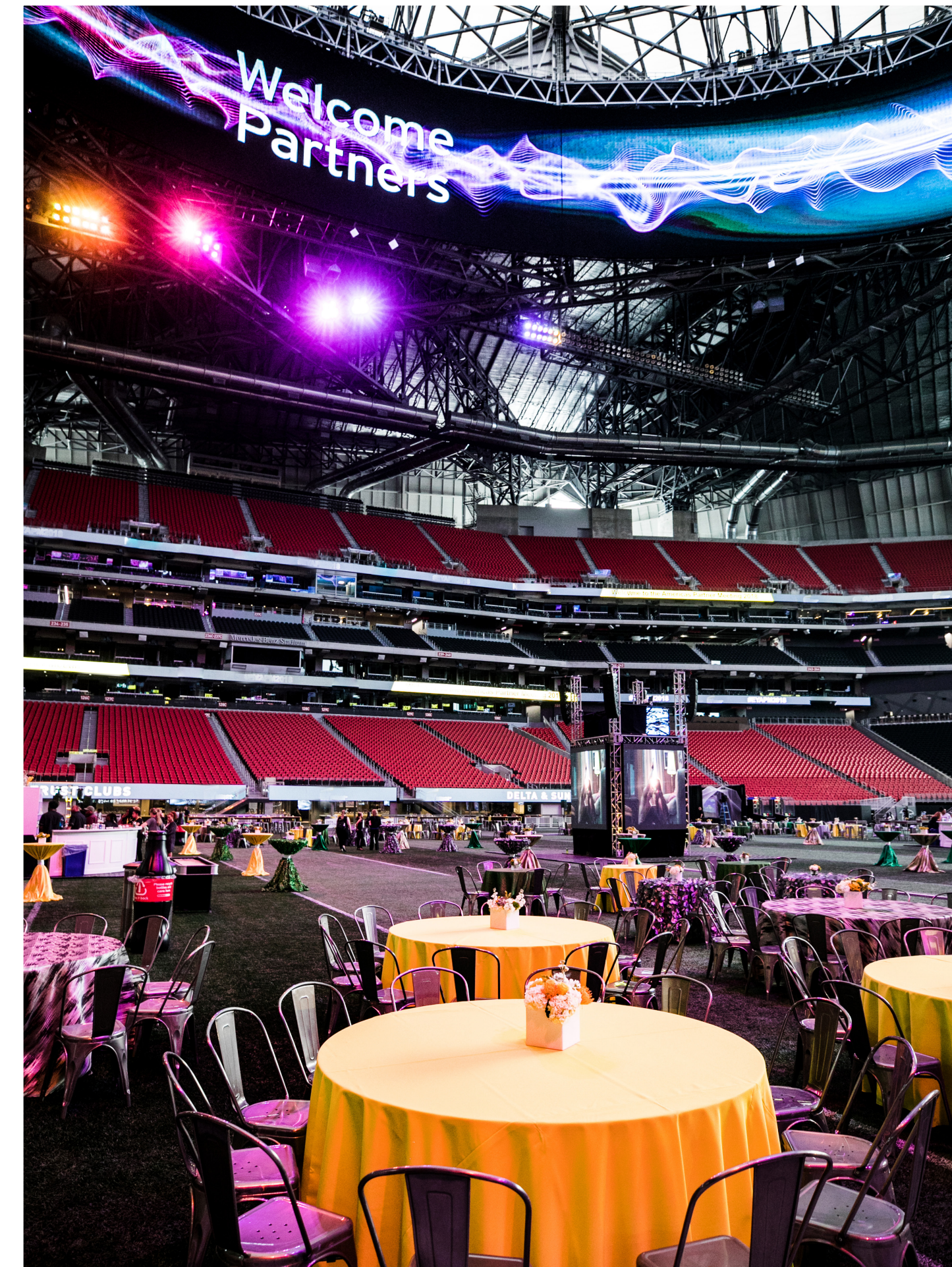


2020 ADMEI Achievement Awards

Best Innovative Event

\$500,001 - Up



NAME OF EVENT
Punt, Kick, Pass Bash

LOCATION
Atlanta, Georgia (USA)

DATE
May 2019

ATTENDEES
4,000 guests

In May 2018 we received word that one of the largest financial service companies in the world was changing course and bringing their Americas Partner Meeting of 4,000 guests to Atlanta instead of Las Vegas as was originally planned. This three-day meeting brought together the company's most valuable asset, their senior level partners from North and South America, to convene for the first time in several years. Our client's main goal was to throw a world-class party with elevated elements and diverse networking opportunities. Utilizing Atlanta's most sought-after venue, the newly opened Mercedes-Benz Stadium was the perfect site to kick off the meeting. A diverse mix of engaging components backed up by a very well laid out logistical plan was successfully accomplished with an array of interactive entertainment, branding opportunities, and creative food and beverage design. The event scored the winning touchdown and set the tone for the entire partner meeting.