

doxim®

A POSITIVE COVID PIVOT

A Rescheduled Event Re-Energizes
Employees Thanks to VIBE



Many organizations are ready to hold events that were postponed or canceled due to COVID surges. Unfortunately, a lot of time has passed, and the original purpose for those events may no longer be relevant. Companies moved on with award ceremonies. Brands went ahead with product launches. But when deposits are non-refundable or cancellation penalties apply, VIBE makes sure there's a smart way to utilize those dollars for events that still benefit the business.

This was exactly how VIBE helped DOXIM, a business-to-business software and technology sales company, make the most of a canceled beginning-of-year annual sales meeting by reframing the event as a multi-purpose experience for employees and leadership.

THE ASK

Originally scheduled for January, DOXIM's annual sales meeting to kick off the year couldn't be held due to a U.S. COVID surge. However, the company couldn't hold the meeting indefinitely because teams needed to start working towards sales goals and benchmarks. Instead, the company looked to March of 2022 for a new event window.

THE ANSWER

Since the annual sales meeting had already occurred, VIBE worked alongside the client to create an event with multiple areas of focus – a quarterly business review, team building and networking, and an incentive/appreciation element to boost employee morale. DOXIM's team had been expanding rapidly, and like many employers, they wanted to retain their existing staff while also adding new team members.

The client requested that the three-day event be fun (a top priority), with adequate downtime for a few business matters. DOXIM knew they wanted a full "South Beach Experience" and already had a wish list of places they wanted to see and visit. They came to VIBE to manage all the details for their 70-person guest list, with the kind of insight only a local agency could provide.

THE VIBE



As an established event marketing specialist in South Florida, VIBE knew all the ways to elevate DOXIM's event beyond typical expectations. Some were simple, yet thoughtful additions. On Day 1, VIBE suggested attendees wear white to the reception where they were met by a fire-dancing duo. On Day 2, VIBE added a live DJ and Electric Violinist with LED Violin to a pre-scheduled dinner. We even brought a cigar roller and salsa dancing duo to Ball & Chain on historic Calle Ocho for post-dinner drinks on the final night.

Other arrangements were more customized and delivered concierge-level service across all parts of the event. The first element was a QR Code-linked agenda which appeared on all badges and collateral materials. Guests could scan the code at any time to see activities and schedules in real-time. The link also included recommendations for other top sights on Miami Beach for guests to explore in their free time.

Some other unique inclusions were a boat cruise around Biscayne Bay as an activity in addition to golf, coordination of virtual speakers for sales coaching and awards, and recommendations for nightclubs and lounges that were "Miami." VIBE also coordinated COVID testing upon guests' arrival as well as before return flights after the event.

Thanks to VIBE's involvement, the trip was as seamless as could be, and DOXIM's event leader was able to enjoy the trip as well, rather than spend the entire time handling details.

CLIENT TESTIMONIAL:

Our company has been growing rapidly and coordinating activities for our 3-day event post pandemic was a bit daunting.

Selecting VIBE as a local production company brought our quarterly business review meeting to the next level thanks to their insight on logistics and production on our program that we had already begun planning.

We all had a terrific time and appreciated your team's enthusiasm and genuine care from beginning to end.