



A TOAST TO VIRTUAL EVENT SPONSORS

How One Planner Used Gamification to
Attract Happy Hour Sponsors

JBS & Associates Case Study

CLIENT NAME

JBS & Associates

ORGANIZATION OVERVIEW

As a full-service marketing and events consultant in California, JBS & Associates has partnered with clients for over 30 years to help them host successful trade shows, conferences and other special events. The organization's goal is to provide the tools, services and insight that clients need to help them thrive, fulfill their mission and achieve their long-term goals.

EVENT OVERVIEW

For over 20 years, JBS & Associates has worked with a small, non-profit organization that hosts an annual holiday happy hour for its members. Due to health and safety concerns, the client decided it was best to host the event virtually in 2020.

"This was the 12th annual gathering," says Rebecca Meekma, Conference Planner at JBS & Associates. "While this client had experimented with virtual events before, they needed assistance with keeping people engaged from the comfort of their homes. They also wanted to match the excitement of their live event and create an experience where members could socialize and have fun—just as they would in a normal year."



Rebecca Meekma, Conference Planner
at JBS & Associates

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CHALLENGES TO OVERCOME

According to Meekma, a portion of the happy hour's proceeds is donated to a local charity each year. Driving attendance was a crucial part of helping her client raise as much money as possible to be donated.

"We wanted to generate buzz and build anticipation around the virtual happy hour," she says. "We also wanted to find creative ways to highlight event sponsors on a limited budget."

In addition, Meekma says she was tasked with creating an interactive event experience that would keep online attendees entertained during the duration of the happy hour. The client wanted an activity that would be fun, engaging and inclusive of all members.

"I decided to reach out to pc/nametag for help," Meekma says. "I have used their products and services for over eight years now, so I knew they could help me explore ways to make this event a success."

TOP GOALS



Generate excitement
among members



Foster virtual
attendee engagement



Drive attendance to
raise money for charity



Incorporate event sponsors
in a meaningful way



CUSTOMER COLLABORATION PROCESS

The pc/nametag sales team began collaborating with Meekma to help bring her client's virtual happy hour to life. Meekma chose to leverage pc/nametag's customer service team to assemble and mail virtual event gift boxes to attendees prior to the happy hour.

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“We added intrigue by calling them ‘surprise boxes.’ Anyone who registered for the event by December 1st would receive their box in the mail.”

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Next, Meekma worked with pc/nametag to select items that would help create an interactive experience for participants.

“I wanted to include custom-printed bingo cards,” Meekma says. “Not only would this be a fun activity for people to play, but it would also be a strategic way to incorporate event sponsors.”

Meekma says she got to work selling bingo card spots to sponsors. **She was ultimately able to sell fourteen out of 25 total card spots.**

“Each sponsor had their logo printed on a bingo spot,” Meekma says. “I intentionally kept sponsorship costs low to make the opportunity more appealing. The center spot was dedicated to my client's logo, then pc/nametag helped me fill remaining spots with inclusive, holiday-themed icons.”



TURNKEY ORDERING PROCESS

Besides **two custom bingo cards** designed by pc/nametag, Meekma says she also wanted to include additional items that would round out the look and feel of each attendee box. A pc/nametag sales team member sent product samples to Meekma to aid in her decision.

“I wanted to test the quality of the drink tumbler before buying,” Meekma says. “Over the years, pc/nametag has always sent me product samples that arrive quickly and on-time, which I appreciate.”

Meekma’s final gift box included two bingo cards, two **insulated tumblers** with the client’s logo printed on them, and a box of **DOTS® gumdrop candies** to be used as bingo card markers.

“As an eco-conscious event planner, I love that pc/nametag helped me source bingo markers that weren’t made of plastic,” Meekma says. “Once the event was done, members could enjoy the candies as a sweet treat.”

Meekma says her favorite part of her customer service experience was working with pc/nametag to assemble a box that worked with her budget and timeframe.

“My customer service experience was excellent,” she says. “I appreciated the quick communication and flexibility. For example, I had to add a last-minute event sponsor to our bingo cards, and pc/nametag fit them in on short notice. I also liked that the final product we created was eco-friendly, low-waste and featured the client’s logo on the outside of the box. The inside of the box even featured a customized sticker that allowed us to thank sponsors and provide instructions for the activity.”

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THE RESULTS

Meekma purchased 50 custom-curated attendee boxes through pc/nametag. She says she was thrilled to see the successful results of her work.

“This entire initiative come together in less than a month,” she says. “The client organization and its members were beyond excited to receive their boxes in the mail. The bingo games were the biggest hit, and really helped people relax and have fun.”

Meekma says that her greatest accomplishment with this initiative was breaking even on the cost of boxes thanks to a combination of sponsorships and paid event tickets.

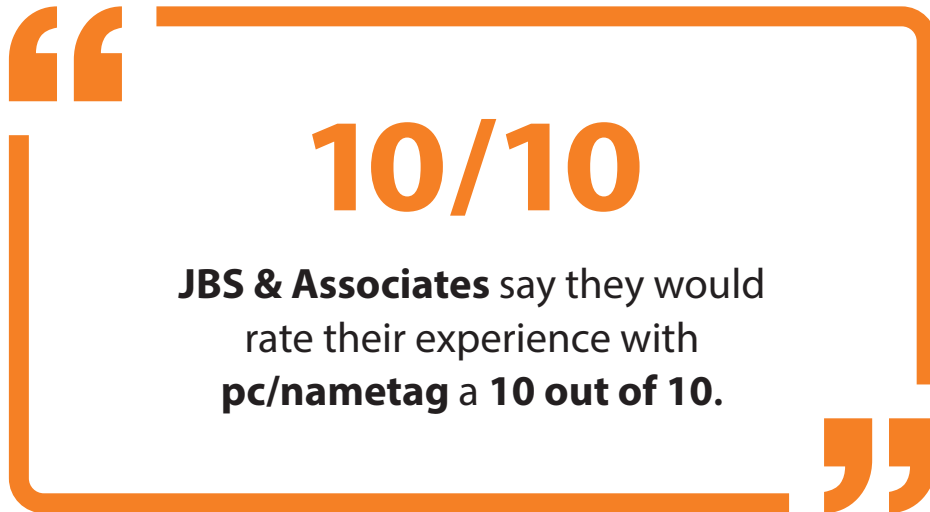
“We even generated extra profit that was then donated to two regional food banks,” she says. “One sponsor offered to match that donation amount. This snowballed, which eventually lead to eight matching gifts. It was amazing to see the impact on our community we created through this event.”



OVERALL EXPERIENCE

Meekma says that overall, she feels the happy hour boxes were a great success. **She says the initiative helped create a sense of unity through game play and a virtual “toast” using insulated drink tumblers.**

“When it comes to holiday parties, I like to keep things simple,” Meekma says. “It’s all about fostering engagement and having fun. We were able to bring people together and create conversation, even if they couldn’t be in person. I also loved that we incorporated sponsors into a memorable activity people enjoyed.”



As virtual and hybrid events rise in popularity, Meekma says she encourages other event planners to take advantage of gift boxes as part of their programming.

“Since we can’t always meet in person, the only way we can continue to meet our goals is through virtual and hybrid event engagement,” she says. **“Attendee gift boxes are your hook.** People love networking, but they can’t do that at home alone. Instead, use a gift box to create that interactive experience you’re looking for.”

HOW TO LEARN MORE

pc/nametag is dedicated to helping you create a virtual and hybrid event experience that’s fun and engaging. With hundreds of items to choose from, we work with you to design custom-curated gift boxes that can be mailed to attendees’ homes prior to an event. We can even help you include your organization’s logo or branding for an added touch of personalization.

Explore gift box ideas or schedule a complimentary consultation at pcnametag.com/curated-gift-boxes or call **888.354.7868** to get started.

