

Business Partners for Event Planning Professionals

Partnership Case Study

Medical Meeting Crisis Management



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TRUSTED & RELIABLE BUSINESS TECHNOLOGY

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Letter from the President

We see you as a partner. It's in our own best interest to enhance your value in the eyes of your customer.

As partners, we embrace the advantages and fresh thinking that come from combining our knowledge and expertise with yours.

You're the contact point for your customer's journey. We support you. At Rentacomputer.com, we see ourselves as an integral part of that experience. It is our pleasure to undergird your outstanding integrity, friendliness and commitment to excellence through our service.

It is our aim to leverage award-winning technology expertise and 28 years of industry experience, to give you the business continuity and service delivery you deserve.

Thank you for your business,
John Beagle
President of Rentacomputer.com

The Meeting

When you've got a Client Crisis the first thing to remember is -- Don't Panic!

My name is Chris. I'm a corporate event planner. One Monday afternoon, I was double-checking a stack of contracts when the phone rang. It was my client. He was just calling about the basic pre-meeting stuff, but then he said this....

"Oh, and by the way, we'll need 150 more iPads on Sunday."

"One hundred and fifty additional iPads," I repeated, giving no indication of my shock.

"Will that work?" he said."

"Sure," I said, injecting a smile into my voice.

"Good. See you Sunday."

"Looking forward to it," I said and ended the call.

150 additional iPads!

Translation: Find 150 additional iPads--last minute. Preload them with a custom app, and deliver them with the 200 others, already on order, to our downtown Chicago venue before 4 pm on Saturday.

Oh well, I didn't have anything pressing to do this week.

"Oh, and by the way, we'll need 150 more iPads on Sunday."



Some Things Are Beyond Your Control

Don't misunderstand me here. I was thrilled that 150 more scientists would attend this symposium. They would discuss medical breakthroughs that could potentially save lives.

*“No pressure,
no diamonds.”*

I just wasn't sure how I was going to turn this around in 4 days and stay on budget.

Thomas Carlyle

In our initial meeting, the client had jokingly stated the only budget he had for each iPad was the cost of a Chicago pizza with a couple of cokes.

Getting the iPads AND getting the price right—that's what was at stake.

When Your Reputation Is on the Line

If an event succeeds or flops, you're the one people will remember.

I wanted this event to WOW my clients. So far, things weren't going the way I planned.

I had to deliver for these clients or . . . I could mess up this very important account.

"Now what?" I thought.

The possibility of spending the following Tuesday on the phone trying to track down the iPads flashed before me.

There had to be an additional 150 somewhere.

Come hell or high water, I'd get 350 iPads—app loaded and delivered—to the hotel by 4 pm that Saturday.

But would my provider be able to find that many, much less load the apps, at such late notice?

And . . . was it going to cost more?



"Your reputation is more important than your paycheck. And your integrity is worth more than your career."

[Ryan Freitas](#)

About.me co-founder



The NEW Apple iPad Pro

With a large 12.9" retina display, an iPad Pro rental is perfect for surveys, data collection, large marketing projects and they make impressive kiosks for events.

The iPad Pro has 5.9 million pixels, making it the highest resolution of all of Apple's iOS devices.

Rent Yours Here: <http://goo.gl/qjeivc>
Photo Source: apple.com/ipad-pro/

SPOTLIGHT

Would Tony's company have to buy or sublet more units, driving the cost up? I had no guarantee they'd even be willing.

Before I went crazy, I decided to give my provider, Tony, a call.

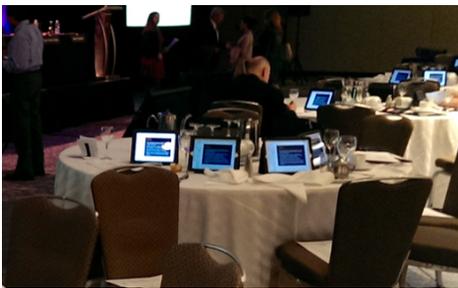
My Call to Tony

What he said on the phone that afternoon really wowed me. "Sure, no problem. I'll get right on it."

His calm response really helped. That's how you can tell you're working with a pro.

I took a deep breath, and decided to check in with him the following afternoon.

4 Strategies to beat stress when the pressure is on



“Great things in business are never done by one person. They are done by a team of people.”

Steve Jobs

1st Strategy: When a Crisis Hits, Slow Down and Take a Quick Breath.

Don't let the adrenaline take over. It's not always convenient to stop, but take a walk if possible.

Get up from your desk. Throw on your favorite U2 track. Do what you can to [jump past the jolt](#).

That'll prime you to know what you need to do next.

2nd Strategy: Listen to the Client.

Thankfully, my client only needed more iPads. It wasn't anything life threatening.

But even if it's something more serious, if you plan your solution into the program, you'll be primed to resolve it.



Unstoppable Business Partnerships

“Partnerships thrive when members feel protected within the partnership. The partners feel assured they are in an environment that will not let them fail.”

Sherrie Campbell, Entrepreneur Magazine

3rd Strategy: Call your Business Partner right away.

We’re living in the digital ecosystem. Where companies once had internal event planners, now each component of a successful event is outsourced to partners.

Take advantage of your partner’s expertise. He knows the best response for a crisis. That falls into his area of expertise.

4th Strategy: Check Back 24 Hours Later.

Good communication will ensure you don’t have any surprises mid event.

I didn’t have to call. Tony was all over it and called me, but not everyone is that organized.

The Next Day

Tony called me Tuesday morning.

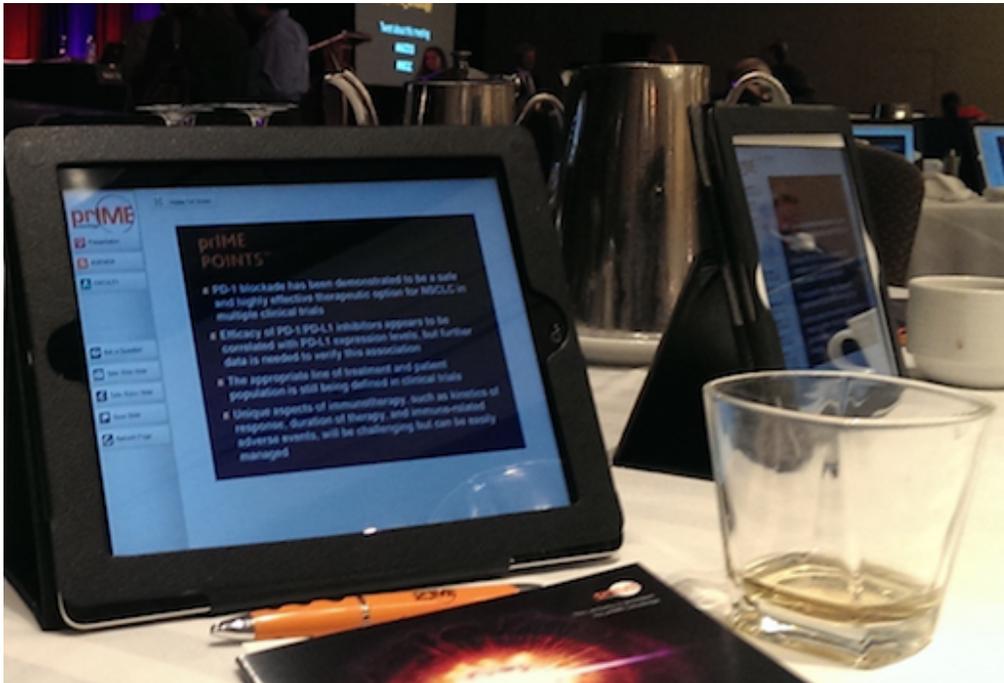
Once customers start to think of you as a partner, they begin to exclude your competitors from the equation.

Shep Hyken, Customer Service Expert

“Neither the warehouse crew nor the Apple product manager were fazed,” he said. “We pulled the additional iPads. Everything’s on schedule.”

I could feel the tension leave my body.

What’s more...



One Phone Call Equaled a Happy Ending

Tony shipped 30 extra, fully-loaded iPads and 3 recharging stations to ensure 100% iPad uptime.

He also arranged for an onsite tech for the entire day at no charge to my client. That meant setup, operation and packup at the end was a stress-free experience.

That let my client know I was a partner, too.

Take Advantage of Your Business Partner's Expertise

The event exceeded my medical client's expectations.

More important, having that on-site tech took me, Chris, to new heights in the eyes of my clients.

Not only was a crisis averted, but I also realized what a resource Tony and his team are.

You better believe I'll be calling Tony for my next event.

SPOTLIGHT

IPAD CHARGING STATION



Custom wraps now available. Wrapped with your company branded graphics, your Charging Station will further unify your visual messaging.

- Tamper-resistant door with 2 keys included
- Built-in cooling fan
- Built-in USB ports for charging & syncing

Contact Rentacomputer.com for more details:

Text: 908-485-7368 ☎ 800-736-8772

EMERGENCY COMMUNICATION TEMPLATE

Before the event, it's important to plan out your emergency contact structure for each of your partners. Here's a checklist we've put together for your convenience:

- Event Name
- Name and Address of Venue
- Name of Contact at Venue
- Partner(s) Name(s)
- Primary Contact Name and Cell Number
- Secondary Contact Name and Cell

Number

- Twitter | FB Addresses for Each
- Detailed List of Equipment To Be

Delivered:

- Include dates ordered
- Delivery date
- Return date
- Website link for each item

Note: Include tracking information and confirmation of both receipt and return.

*The quality of your communication is
the quality of your life. --Anthony Robbins*