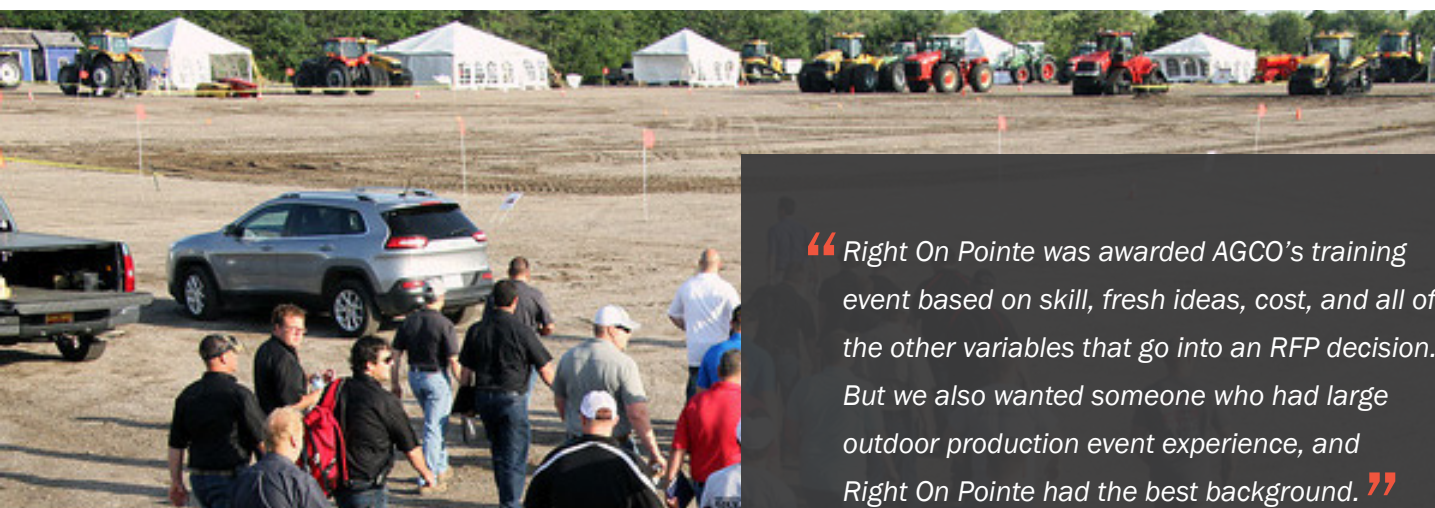




AGCO CASE STUDY



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LAUREN DEJMAL

CMP, Corporate Meeting and Event Manager, AGCO



CLIENT

AGCO

INDUSTRY

Agriculture/Equipment
Manufacturing

LOCATION

Duluth, GA

OBJECTIVES

- Bring fresh ideas to redesigning an established training event
- Partner with an event firm that had large-scale outdoor event experience
- Maximize dealers' training time on new agriculture equipment

RIGHT ON POINTE SERVICES

- Strategic event services

KEY SUCCESSES

- Designed a logistically complex event with 16 different education tracks and hands-on equipment experience
- Facilitated input and decision making with a team of up to 25 contributors
- Responded to heavy storm weather crisis by moving and restaging event in 24 hours, without affecting event quality or the participant experience
- Kept event under-budget, even with unexpected venue move
- Provided on-site event staff for three weeks, ensuring continuity of service

Driving Sales Performance by Training Dealers on Heavy Agriculture Equipment

AGCO is the original “farm to table” company, manufacturing the heavy agriculture equipment large-scale farmers use to cultivate fields and raise crops. Since the company releases new tractors, combines, hay tools, sprayers, and more each year, AGCO gathers its dealers for training and certification on new equipment.

DESIGNED A
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16
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RESPONDED TO
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Selecting a Partner with Large-Scale Outdoor Event Production Experience

When AGCO decided to hold its third annual dealer event, the company decided to put event design and management services out for a competitive bid. “Right On Pointe was awarded AGCO’s training event based on skill, fresh ideas, cost, and all of the other variables that go into an RFP decision,” says Lauren Dejmal, CMP, Corporate Meeting and Event Manager, AGCO. “But we also wanted someone who had large outdoor production event experience, and Right On Pointe had the best background.” Lisa Ross-Faust, Executive Vice President, had previously designed outdoors Final Four events for her corporate clients. In addition, Right On Pointe was able to provide an on-site team that would be at the training event for its entire three-week duration, ensuring exceptional continuity of services and troubleshooting.

Previously, AGCO had held its training event in a hotel, leaving little time for dealers to inspect and test-drive equipment. Since knowing equipment capabilities is essential to effective selling, AGCO decided to increase dealers’ exposure to equipment and move the entire event outdoors.

AGCO had already selected the site, a farm in Hesston, Kansas, an hour out of Wichita, which was able to accommodate the event’s large footprint, which included heavy machinery and 20 tents. Dealers would spend their day at the site, train and eat meals in tents, and then get bussed back to their hotel for dinner and an evening program.

Although AGCO was training just 200 dealers, the event was logistically complex. During week one, Right On Pointe would need to load in all the equipment, set up tents and A/V, and help AGCO employees prepare for training sessions. During the last two weeks of the event, AGCO and Right On Pointe would host two different groups of dealers, moving them between tents to attend 16 different educational sessions. “There were a lot of moving pieces setting up an event of this size as an outdoor event,” says Dejmal.

“I think outsourcing event services to a company like Right On Pointe is a great way to go. They bring in the right people for the event that you’re planning, whereas you might have to use employees from your company who don’t have the same knowledge or experience. And that type of experience is essential when you’re designing a complex event or when unexpected crises occur.”

LAUREN DEJMAL

CMP, Corporate Meeting and Event Manager, AGCO

Gaining Consensus with a Large Decision-Making Team

Lisa-Ross Faust, Executive Vice President, worked closely with AGCO’s training and event teams to keep content preparation and event decision making on-track. “Right On Pointe did a terrific job keeping everyone focused on the topic and helping us move from discussing options to agreeing on solutions. That was important because our group fluctuated from eight to 25 people,” says DeJmal. “They also came in with some real production knowledge and were able to say, ‘That might work in a classroom, but it won’t work in an outdoor environment.’”

The Right On Pointe team “had great suggestions for how we could deliver training in an outdoor event,” including innovative cooling solutions, TVs that could be used outside for visual presentations, and ways to place tents and signage to enhance people flow. Right On Pointe also assembled a production team that had expertise in creating safe ride and drive environments, installing outdoor electricity and sanitation, and securing valuable equipment.





Redesigning an Event When Mother Nature Wreaks Havoc

The Right On Pointe team arrived on site for setup on a Monday, when Ross-Faust realized the site wouldn't work. Days of heavy rain had saturated the fields, making AGCO's vision of training on its equipment at the farm an impossibility. "It was just a swamp," says Dejmaj.

Ross-Faust moved swiftly to find a new location: moving the event to the Hartman Arena in Wichita, Kansas, which had ample outdoor space with gravel lots. She also created a contingency plan of moving the entire event to a nearby university if a threatened tornado were to strike. "We had to start over, secure permits on the fly, and figure out where everything would go in just 24 hours. However it ended up being a blessing because we were able to centralize all of the events," says Ross-Faust. The move cut two hours of transportation time out of each training day for participants.

The production team set up tents outdoors at the new venue on Wednesday, but had to delay setting up any A/V as the rains continued. "Everyone was on standby," says Ross-Faust. "Several of the tents were destroyed, so we rebuilt them and worked until midnight to set up the A/V." The Right On Pointe team also reworked all maps, layouts, and agendas with the new site information.

"Right On Pointe had real grace under pressure," says Dejmaj. "They focused intensively on moving the event, rethinking it for a new environment, and making it successful."

Because of Right On Pointe's quick thinking and hard work, the dealers were not impacted by the move, and training went off as planned. "We had great feedback on the event itself," says Dejmaj. "The dealers really liked the proximity of the event, the fact that it was easy to flow from one classroom to another, and all of the time they had on the equipment, which was our ultimate goal." Dejmaj says that although the rain continued during the week, it happened at night, when it didn't impact participants.

“The benefits of working with Right on Pointe are the team’s ability to act in whatever circumstance they need to. I’ve worked with agencies that struggle to make decisions when things go wrong, like the bad weather we experienced. The strength of the Right On Pointe team was that they just rolled with it, and said, ‘Well, here’s what we need to do now.’”

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Despite all the weather-related changes, the AGCO training event came in under-budget. The new site's rental cost was minimal, so most of the work to change the venue was handled by Right On Pointe and its production team. "The biggest challenge was reworking the plan," says Dejmaj. "We had spent weeks on designing the plan – where to put the tents, the equipment, and the bathrooms – and all of that had to be done on a moment's notice. And then Lisa and her team needed communicate the new information to the vendors. We learned a lot from this event on the best way to do things outdoors. And based on our learnings and Right On Pointe's feedback, we've built our own inventory of outdoor A/V equipment and outdoor whiteboards. We'll be able to hold similar events in the future at a lower cost."



Maintaining Professionalism and Client Focus in Difficult Circumstances

Reflecting on last year's event, which was a trial by rain and wind, if not by fire, Dejmal says: "The benefits of working with Right on Pointe are the team's ability to act in whatever circumstance they need to. They did a great job working with a large team of planners. They did an excellent job with the event move. And they brought in the right people."

"The Right On Pointe team is very nimble and flexible and willing to make change," says Dejmal. "I've worked with agencies that struggle to make decisions when things go wrong, like the bad weather we experienced. The strength of Right On Pointe was that they just rolled with it, and said, 'Well, here's what we need to do now.' And we never got negative feedback from Lisa and her team on the long hours, the fact that the event was outside, or the heat or the rain."

Dejmal concludes: "I think outsourcing event services to a company like Right On Pointe is a great way to go. They bring in the right people for the event that you're planning, whereas you might have to use employees from your company who don't have the same knowledge or experience. And that type of experience is essential when you're designing a complex event or when unexpected crises occur."



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