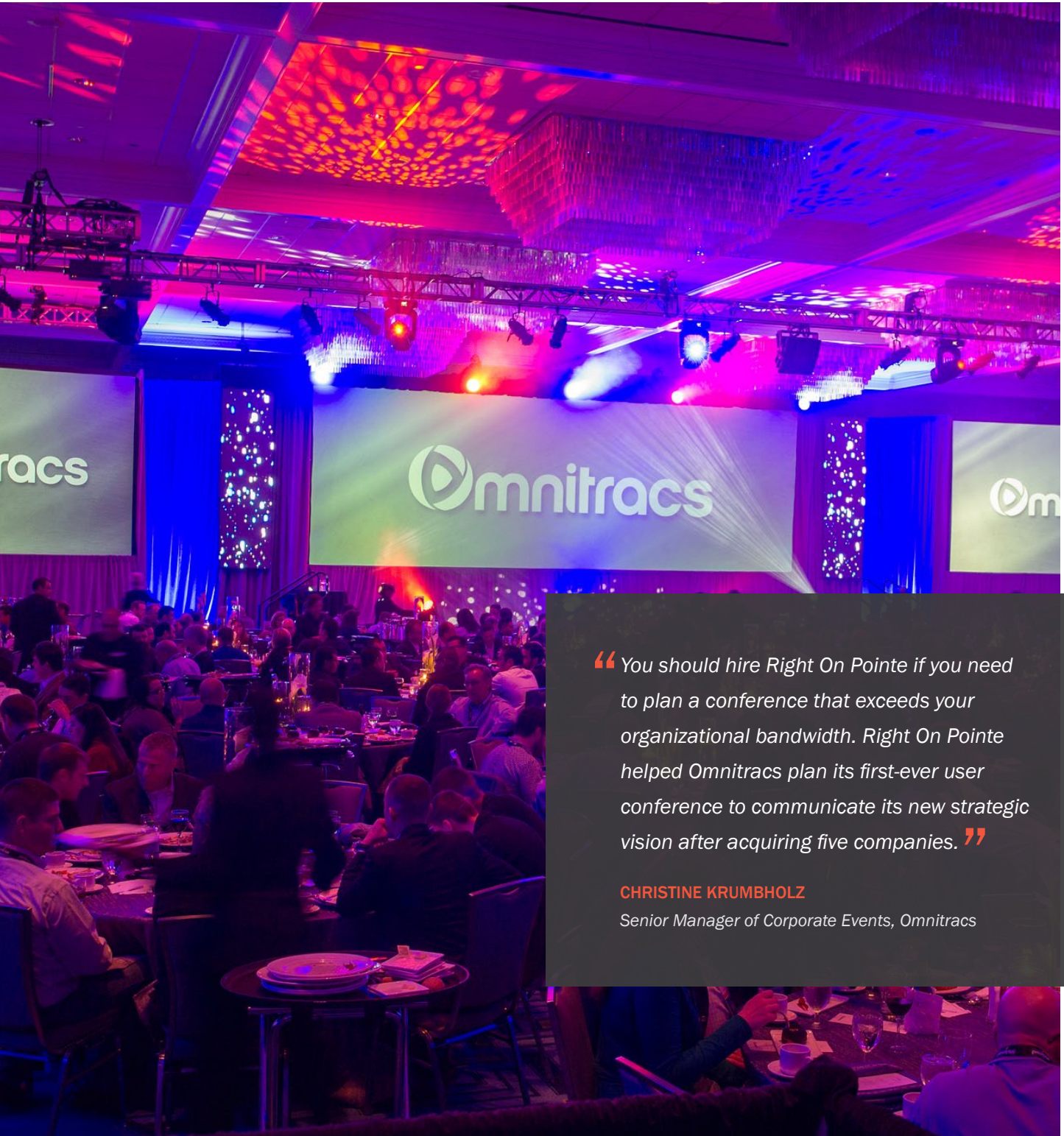




## Omnitracs CASE STUDY



“ You should hire Right On Pointe if you need to plan a conference that exceeds your organizational bandwidth. Right On Pointe helped Omnitracs plan its first-ever user conference to communicate its new strategic vision after acquiring five companies. ”

**CHRISTINE KRUMBHOLZ**

Senior Manager of Corporate Events, Omnitracs

## CLIENT

Omnitracs

## INDUSTRY

Fleet Management

## LOCATION

Dallas, Texas

## OBJECTIVES

- Share vision and strategy after five corporate acquisitions
- Address needs of multiple stakeholder groups
- Facilitate organization, input, and timely decision making across business functions and acquired companies

## RIGHT ON POINTE SERVICES

- Strategic event services

## KEY SUCCESSES

- Provide end-to-end event planning and execution services
- Execute successful 700-plus person user conference, Outlook 2015
- Help Omnitracs expand its reach with larger Outlook 2016

# Sharing a Strategic Vision After Major Acquisitions

In 2014, Omnitracs was on a growth tear, having **acquired five separate companies**—Roadnet Technologies, Sylectus, Omnitracs Analytics (formerly FleetRisk Advisors), Omnitracs Mexico, and XRS—to begin rounding out its fleet management services. This Dallas, Texas-based firm needed to **gather key stakeholders** within its industry to share the **company's new vision**, strategy, and expanded capabilities.

The company's executive team decided to hold a **first-ever user conference** for more than 700 participants. A myriad of audiences, including customers and prospects, sponsors, analysts, value-added resellers, employees, and members of the media would be present at the conference, so the **event theme and messaging** would need to be **carefully designed** to meet all of these groups' needs.





## Collaborating Strategically on Event Design

Since the corporate events team was small and time was of the essence, David Vice, Omnitrac's Chief Sales and Marketing Officer, put the user conference program out for bidding. **Right On Pointe**, which was **one of three firms invited to propose**, won the job because it demonstrated a solid understanding of **Omnitracs' goals** and had **successfully executed** an event for Roadnet Technologies, one of the newly acquired companies.

Sara Moseley, Principal of Right On Pointe, **kicked off the planning**: facilitating weekly planning calls with decision makers from multiple business areas, including executive leadership, corporate marketing, product marketing, and sales. "Sara was amazing at getting everyone on the

same page and **keeping us on track**. She was a **skilled facilitator**," says Christine Krumbholz, Senior Manager of Corporate Events.

The group decided to use the event theme, "Better Together," to stress how Omnitrac had extended and enriched its solution suite. Planners also agreed to organize content under four main tracks: safety, security, and compliance; efficiency and productivity; customer service; and big data and analytics. That decision allowed the company to stay strategic with content; **highlight new capabilities** and cross-sell services; and avoid confusing attendees with prior corporate names or unnecessary jargon.

# Using Partner Support to Onboard and Assist New Staff

Right On Pointe's ability to **fast-track planning** gave Omnitrac's time to make key decisions and craft messaging. It also bought time for Christine, who was new to the company, to acclimate to her role and take on critical responsibilities.

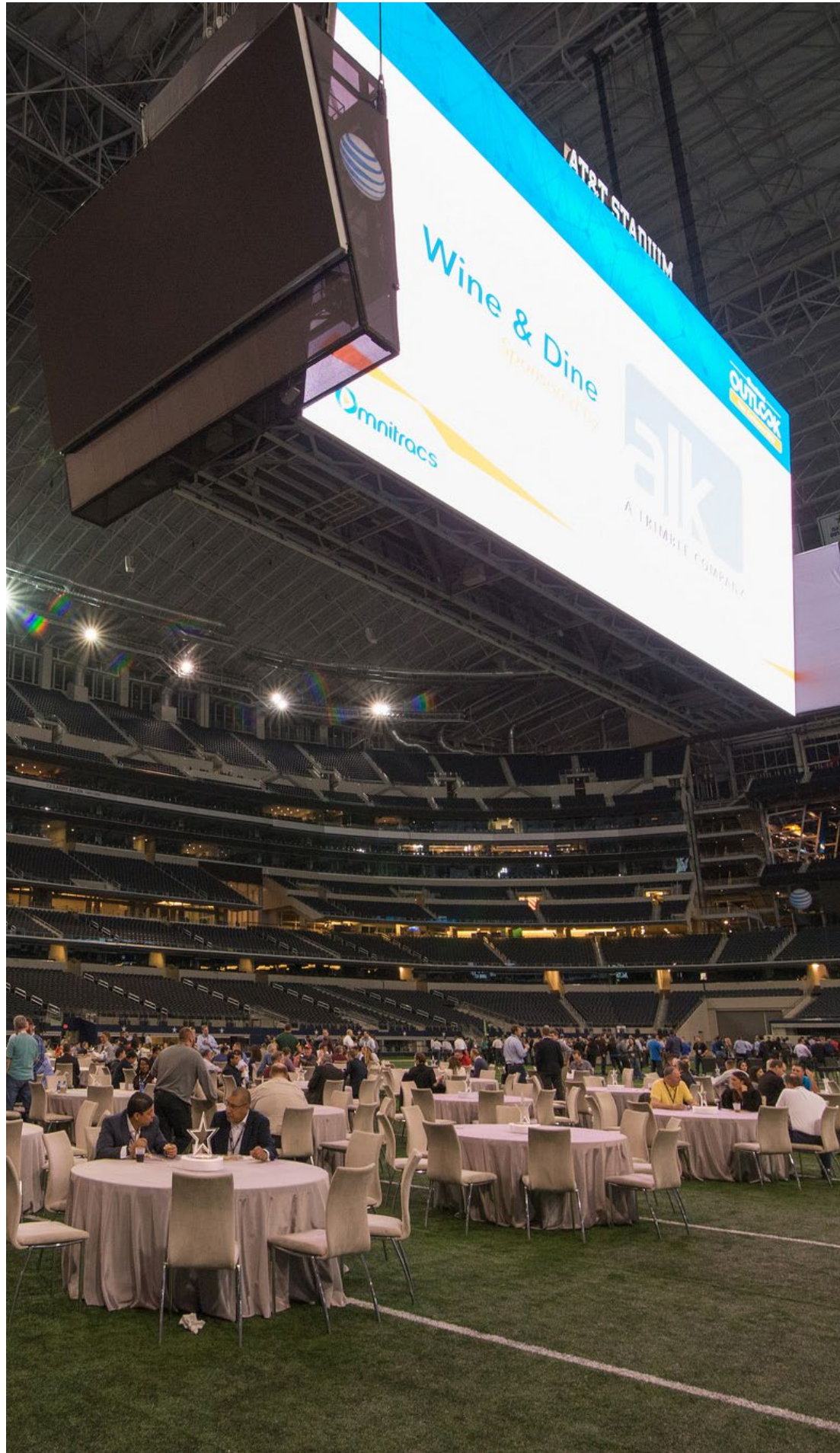
While Christine possessed more than 25 years of event planning experience, Outlook 2015 was her first user conference. "Successfully executing this large conference without Sara and the Right on Pointe team would have been extremely difficult because I was still learning the key players and internal processes," she says.

**Right On Pointe provided traditional conference planning services** such as managing the conference project timeline, speakers, venue, housing, and sponsors; overseeing food and beverage, entertainment, and an offsite golf outing; and running registration. Among the projects Executive

Vice President Lisa Ross-Faust handled was planning an **offsite evening event at AT&T Stadium**, home of the **Dallas Cowboys**, where attendees were greeted by two Dallas Cowboys cheerleaders, enjoyed cocktails and a buffet dinner, and participated in activities on the field such as throwing footballs and **kicking field goals**.

Right On Pointe also assisted with **key messaging** that was incorporated into all event communications; breakout session tracks and content, which numbered more than 40 in total; and **all branding**, including the website, signage, graphics, and a senior leader presentation, delivered via Prezi.





## Designing Compelling Event Branding

“One area where we found we needed additional support was **graphic design**,” says Christine. “We had recently moved our corporate headquarters from San Diego to Dallas when Vista Equity Partners bought Omnitrac from Qualcomm. Part of our marketing team was not going to make the move, and we had not yet backfilled the positions in Dallas. All it took was a quick call to Sara to say, ‘We’re really struggling with the graphic design for the conference and could use some **out-of-the-box thinking**. Sara immediately provided a creative graphic designer who did **all of the design for the event**.”

**Right On Pointe’s connections also came in handy** when Omnitrac was searching for a celebrity speaker for the conference gala dinner. Sara had previously hired sports legend **Emmitt Smith**, a Hall of Fame running back for the Dallas Cowboys and Arizona Cardinals, for another client event. Since she had a relationship with Mr. Smith’s personal manager, Sara was able to save Omnitrac a speakers agency booking fee that likely would have exceeded **\$15K**. “Emmitt Smith ended up speaking for 45 minutes longer than he was scheduled, because he really liked our audience. And he took questions, which wasn’t expected, which **really pleased our participants and executives**,” says Christine.

The Right On Pointe team included Sara Moseley, Lisa Ross-Faust, Simone Leo, and Heather Helms, who had run the website and registration. This team also helped **manage the event onsite**. “Unfortunately, I happened to fall ill at the time of the conference. I rallied, but it was very helpful to have Right On Pointe there with us to make sure **everything went smoothly**,” says Christine.

“Right On Pointe is amazing at driving high-level conference planning and working with different groups and divisions: from senior executives to marketing teams, sponsors, and vendors. They have skills and resources that **add real value to strategic corporate events**. I have nothing but accolades for their team.”

**CHRISTINE KRUMBHOLZ**  
Senior Manager of Corporate Events, Omnitrac





## Boosting Sales with User Conferences

Speakers successfully delivered the new strategic vision to critical stakeholders, including customers, while also highlighting the role partners and employees would play in the new company. As a result of the user conference and other initiatives, "We have been **exceeding our sales target** every quarter," says Christine.

Omnitracs is already planning its second user conference, **Outlook 2016**, with Right On Pointe, and has chosen to significantly expand its meeting space. That's critical, says Christine, because the company wants to grow its attendance and sponsorship program.



## Leveraging Sponsorships to Reduce Event Costs

“We were limited last year on the exhibit space that we could offer, because we had a ballroom for sponsor exhibits, and we also had to serve breakfast and lunch in there,” says Christine. “We were only able to offer 10x10 exhibits to 41 sponsors and had to turn a few away.”

“This year, that will not be a problem. We’re revamping our sponsorship prospectus so that we can encourage sponsors to come with larger booths and exhibits and **really grow those revenues**. The more we can attract, the merrier,” says Christine.

The company is also considering reconfiguring its breakout sessions. Omnitrac may choose to offer expert content tracks, which would allow speakers to do deeper dives for experienced service and solution users.

**“The Right On Pointe team is so smart, skilled, and well-connected. It’s great to have them working on our behalf,”** says Christine.



**RIGHT ON POINTE**  
2451 Cumberland Parkway,  
Suite 3775 | Atlanta, GA 30339

T: 404-307-0295  
info@RightOnPointe.com

**WWW.RIGHTONPOINTE.COM**