

# Conference ePlaybook



Front Row  
360 INC

Tradeshow & Events ePlaybook

**Firmographics**

Energy Technology Solutions  
100K employees  
75+ countries

**Event Participation**

Over 30 major conferences per year

**Problem Statement**

The client was struggling with inconsistent processes, tools, and event outcomes due to a lack of centralized guidance.

ePlaybook

## CASE STUDY

### Challenges

- Hundreds of disorganized documents residing in different repositories
- No clear process documentation
- Limited guidance on measurement and connecting KPIs to goals
- Inconsistent messaging, performance, and reporting

## SOLUTION:

A COMPREHENSIVE AND MODERNIZED E-PLAYBOOK TO IMPROVE PLANNING, EXECUTION, AND REPORTING FOR TRADE SHOWS AND EVENTS.

### The Result

1 Replaced a 100-page static planning document with an easy to use, streamlined SharePoint site

2 Standardized information, guidance, and tools in one hub

3 Intuitive, user-centric experience that simplified navigation and maximized engagement

4 Enabled consistent application of measurement, strategy, best practices, and KPI tools

### Client Testimonial

**Business Area**  
Tradeshow Leader

Front Row 360 did in 6 weeks what we've been trying to do for 2 years. We are ready to use our External Tradeshow and Event ePlaybook for this year's event planning and management!

### Key Takeaways

Centralized library of consistent tools supports predictable outcomes

Just in time tools help streamline event planning and management processes

User-centric design enables site users to self-serve and find what they need quickly

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