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CTSM

Candidate Portfolio



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Section 1: Vital Statistics

Candidate Profile

I've always enjoyed a good story. And when that narrative resonates with me (the audience) and is delivered in an equally interesting format – books, plays, movies, etc. – it is all the more compelling. That interest in storytelling is what drew me to marketing and eventually to trade shows.

As a young co-ed, I knew that I had strengths that would be applicable for the business world; but with a strong creative drive and talents, I needed an outlet for both, which led me to marketing as my major. After graduating with a Bachelor's degree in Marketing, I got my first taste of storytelling with my role as a marketing contributor to requests for proposals in the digital transportation industry. I could visualize how the end-user (audience) would use the company's products and would then write a narrative that drove that message. Later, I was able to draw from and build upon that experience when I was introduced to trade shows – a journey that began with my marketing career at Verizon. This opportunity set the stage for a customer-first, narrative-driven philosophy that I could deliver via trade shows – a theater for connecting solutions with customers through compelling storylines and messaging.

Today, as a Trade Show and Events Manager for Verizon, I am responsible for all aspects of my department's trade show program. This includes setting the strategy for how we approach trade shows so that we have a comprehensive objective to work toward. I am also responsible for working with leadership as well as marketing, product management, and sales colleagues to select shows that will help us meet that strategic objective. In addition, once a show is on the schedule, I work with a variety of internal and external stakeholders to take action on the given objectives for our shows. These teams include event colleagues who may participate in a trade show with my organization as well as marketing colleagues who provide needed expertise in messaging, demand generation, and communications. I also coordinate with sales and segment colleagues who can assist in developing profiles of attendees so that our storyline (messaging) resonates with them. To bring the whole story together, I work with exhibit houses to ensure the proper booths are selected and that show services are provided in a way that meet our budget and objectives. My team and I also collaborate with ad agencies, marketing communications, public relations, social media, and media houses to portray our customer-first driven messaging appropriately at each show.

It is my privilege to be able to work in this creative and business-building environment known as trade shows and events. As such a huge proponent of its benefits, I felt it was necessary to pursue an industry-leading certification that not only fully educated me in this arena, but also provide credentials that would identify me as a professional in the industry. That is why I selected the EXHIBITOR CTSM program as my means for doing so. Following leadership approval, I began this journey in March 2017 and have enjoyed every class, colleague, and opportunity that I've experienced through this program.

Company History

Verizon Communications was created on June 30, 2000 by Bell Atlantic Corp. and GTE Corp., in one of the largest mergers in U.S. business history. GTE and Bell Atlantic evolved and grew through decades of mergers, acquisitions, and divestitures. Today, Verizon is a global technology company delivering the promise of the digital world to millions of customers every day.

Verizon delivers a host of advanced IP, data, voice, wireless, and security solutions to meet the always-evolving demands of large business and government customers as well as consumers. Verizon's strengths include:

- Expansive, secure, global IP networking solutions
- An unparalleled product and service portfolio
- Global capabilities delivered by dedicated, experienced employees with personal accountability and a customer-first philosophy
- A focus on developing and managing custom, integrated, world-class solutions

Verizon is also well positioned to provide end-to-end, integrated communications services to consumers, Fortune 500 customers, and government organizations globally with:

- More than 170,000 employees and 321 offices in 75 countries across six continents
- A global IP footprint serving more than 2,700 cities in 159 countries
- More than 50 state-of-the-art data centers in 20 countries
- Tens of thousands of customer relationships, including 98 percent of the Fortune 500
- Strength in financial services, retail, high-tech, healthcare, education, and the public sector

With a wide suite of services across enterprise, public sector, and consumer segments, Verizon has a large number of competitors across the globe. And our market share averages 25 – 40% in the areas where we compete against these companies. See the table below for a few of Verizon's competitors by segment type.

	Amazon	AT&T	British Telecom	Comcast	Level 3	IBM	Orange	Sprint	T-Mobile
Enterprise	✓	✓	✓		✓	✓	✓		
Public Sector		✓			✓	✓	✓		
Consumer		✓		✓				✓	✓

Verizon is focused on delivering solutions that keep pace with and accelerate the use of technology. Cloud-based services, application program interfaces (APIs), and Internet of Things (IoT) devices are creating opportunities for new business models and new products and services to be invented, launched, and adopted faster than ever. In a mobile-first world, customers and employees are untethered. All of this is creating an explosion of data and increased bandwidth demands. It is also creating an environment for technology innovation.

Customers, employees, and suppliers are driving this change. They are setting expectations for seamless, personalized user experiences – anywhere, anytime. And they are quickly shifting their spending to companies, like Verizon, that are embracing technology to deliver better products, services, and user experiences. It is Verizon's goal to translate these needs into compelling narratives at tradeshows and events.

Section #2: Overview>Show Schedule

Comprehensively across multiple units, Verizon participates in several hundred trade shows a year. Verizon Business Markets, the unit I supported until recently, planned to participate in 32 of those events in 2017. At these shows, Verizon Business Markets' strategy was to showcase solutions that provide needed communications services to customers in state and local agencies as well as educational institutions. See below for a list of the 2017 shows along with their location, Verizon's participation, size of booth, and my role in managing them.

Date	Trade Show or Event	Location	Verizon Participation	Booth	Event Management
February 29, 2017	Public Sector Partners (PSP) Government Transformation & Innovation	Convention Center, Sacramento, CA	Exhibitor	10 x 10 Tabletop	Shared with Sales
March 1 - 2, 2017	California Chief Information Officer's Academy	Sacramento ,CA	Exhibitor	10 x 10 Tabletop	Shared with Sales
April 3 - 6, 2017	Consortium for School Networking (CoSN) 2017	Sheraton Grand, Chicago, IL	Exhibitor	5 x 5 Kiosk	Shared with Sales
April 23 - 25, 2017	National Association of State Chief Information Officers (NASCIO) Mid-Year Conference	Hyatt Regency Crystal City, Arlington, VA	Sponsorship	Attendance	Shared with Sales
April 23 - 26, 2017	2017 Internet2 Global Summit	Renaissance Downtown D.C., Washington D.C.	Sponsorship	10 x 10 Back Wall and Tablecloth	Shared with Sales
May 4, 2017	Pennsylvania TechCon	Harrisburg University, Harrisburg PA	Sponsorship	10 x 10 Tabletop	Shared with Sales
May 12 – 15, 2017	National Police Week	Washington, D.C.	Sponsorship	<ul style="list-style-type: none"> • Networking: Gala, Candle Light Vigil, Awards Dinner • Outreach: 10 x 10 Tabletop 	Complete Ownership
May 23 -24, 2017	New Jersey Digital Summit	Wyndham Garden Trenton, Trenton, NJ	Exhibitor	10 x 10 Tabletop	Shared with Sales
June 1, 2017	Maryland Digital Government	Hilton Baltimore BWI Hotel, Baltimore, MD	Exhibitor	10 x 10 Tabletop	Shared with Sales
June 7-8, 2017	Operation Convergent Response	The Guardian Centers, Perry, GA	Exhibitor	<ul style="list-style-type: none"> • 10 x 10 Tabletops • 20 x 20 Tents • Custom Internal and Spaces 	Complete Ownership
June 7 - 8, 2017	New York State Forum	Empire State Plaza, Albany, NY	Exhibitor	10 x 10 Tabletop	Shared with Sales
June 7 - 8, 2017	Texas Digital Summit	Hilton Hotel, Austin, TX	Exhibitor	10 x 10 Tabletop	Shared with Sales
June 8, 2017	Harvard IT Summit	Harvard University, Cambridge, MA	Exhibitor	10 x 10 Tabletop	Shared with Sales
June 23 - 28, 2017	National Sheriff's Association (NSA) Annual Conference and Exhibition	Reno-Sparks Convention Center, Reno, Nevada	Exhibitor	10 x 20 Booth	Shared with Verizon Trade Show Colleague and Sales
July 29 - August 2, 2017	National Organization of Black Law Enforcement Executives (NOBLE) Conference	Hyatt Regency Atlanta, Atlanta, GA	Sponsorship	10 x 10 Tabletop with Pull-Up Banners	Complete Ownership

Date	Tradeshow/Event	Location	Verizon Participation	Booth	Event Management
July 30 - August 2, 2017	Federal Bureau of Investigations National Academy Associates (FBINAA) Annual Training Conference	Marriott Wardman Park, Washington, D.C.	Sponsorship	10 x 20 Booth	Complete Ownership
August 3, 2017	2017 Michigan Collegiate Telecommunications Association (MiCTA) Annual Meeting and Vendor Conference	The Henry, Autograph Collection, Dearborn Hotel, Dearborn, MI	Sponsorship	Networking	Shared with Sales
August 13 - 16, 2017	Association of Public-Safety Communications Officials (APCO) 2017	Colorado Convention Center, Denver, CO	Sponsorship	10 x 20 Booth	Shared with Verizon Trade Show Colleague and Sales
August 17 - 19, 2017	Maryland Association of Counties	Roland Powell Convention Center, Ocean City MD	Exhibitor	Networking	Shared with Sales
August 27 - 31, 2017	National Association of State Technology Directors (NASTD) Annual Conference & Technology Showcase	The Peabody Memphis, Memphis, TN	Exhibitor	10 x 10 Tabletop	Shared with Sales
September 6 - 7, 2017	Commonwealth of Virginia Innovative Technology Symposium (COVITS)	Hilton Richmond Hotel & Spa, Richmond, VA	Exhibitor	10 x 10 Tabletop	Shared with Sales
September 26 - 27, 2017	MA Digital Government Summit	Boston Park Plaza, Boston, MA	Exhibitor	10 x 10 Tabletop	Shared with Sales
October 1 - 4, 2017	National Association of State Chief Information Officers (NASCIO) Annual Conference	JW Marriott, Austin, TX	Sponsorship	Networking	Shared with Sales
October 4, 2017	Cybersecurity Education Summit	San Jose Convention Center, San Jose, CA	Exhibitor	10 x 10 Tabletop	Shared with Sales
October 31 - November 3, 2017	EDUCAUSE Annual Conference	Pennsylvania Convention Center, Philadelphia, PA	Exhibitor	20 x 20 Booth	Shared with Verizon Trade Show Colleague and Sales
November 29-30, 2017	Florida Chief Information Officer's Academy	Florida State Conference Center, Tallahassee, FL	Exhibitor	10 x 10 Tabletop	Shared with Sales
December 5, 2017	Texas Public Sector Chief Information Officer's Academy	JW Marriott, Austin, TX	Exhibitor	10 x 10 Tabletop	Shared with Sales
December 7-8, 2017	Pennsylvania Digital Government Summit	Hilton Harrisburg, Harrisburg, PA	Exhibitor	10 x 10 Tabletop	Shared with Sales

When I took over the management of Verizon Business Markets' shows, I made a few changes, including that I:

- Streamlined how shows were selected and by whom, which I had learned in Ian Sequeira's class, **Selecting the Right Shows: The Critical Decision, Session 20117**
- Created and implemented a strategy and process for selecting shows
- Streamlined management of trade shows under a single point of contact
- Created and implemented a transparent method for reviewing, processing, and paying invoices

These changes continue to be utilized in the Verizon Business Markets trade show program today.

Section #3: Introduction to Event of Focus & Measureable Objectives

When I began considering which trade show or event to focus on for my CTSM portfolio, I knew that I wanted to choose an event that was out of the ordinary, which is why I chose Operation Convergent Response (#OCR2017). This was a unique event that challenged me professionally and personally, challenged the way my company approached events, and challenged all of our staff – but in the end, Operation Convergent Response (#OCR2017) proved extremely rewarding.

Operation Convergent Response (#OCR2017) was created by Verizon to show how public and private organizations can work together to better prepare for and respond to crises such as natural disasters, cyber terror, biological attacks, and more. At this event, we took enterprise and public sector attendees from around the world on a tour through a 20-block CityScape of six crisis response scenarios, including a flooded neighborhood, a chemical explosion, a subway collapse, and more, and showcased how first responders can utilize innovative technologies such as drones, autonomous vehicles, Internet of Things (IoT) sensors, etc. to respond to those crises more securely, effectively, and safely.

Special circumstances for Operation Convergent Response (#OCR2017) included an out-of-scope approval process for trade show selection and management as well as the uniqueness of the event since it had never been enacted before, either by Verizon or our industry. Verizon also hosted Operation Convergent Response (#OCR2017) without a budget, little or no initial support from relevant departments, and with the support of only the program lead and myself for a significant length of time. Having overcome these challenges, we have been more than pleased with what we were able to achieve at the event and beyond.

Objectives

Verizon's objectives for Operation Convergent Response (#OCR2017) were to:

- Showcase how our company, in combination with our vendors and partners, could help first responders solve complex problems in extreme crisis environments.
- Provide an environment in which young companies with innovative technologies could partner with us to bring them into a larger scale environment for development and eventual adoption of their technologies in the real world.

As this portfolio unfolds, I will show how we were able to achieve these objectives, which set us on a course for repeating the event in multiple locations and ways and make it a standalone revenue-generating program.

Leadership Approvals

But first things first. Getting to the point of actually implementing the event was no small effort, since it required a solid business case that needed approval from various leaders at top levels of the company as well as buy-in and sponsorship from our partners and vendors. In addition, support and approval was needed from leaders and colleagues in

marketing, sales, and product management before we could approach partners and vendors with this opportunity. To obtain these approvals, both the event lead and I met with executives and leaders individually and together across the Verizon business units and with our partners and vendors, providing the scope of the event, the segments it would appeal to, the details of implementing it, and its benefits. We received approval from all, as we were successful at showing how the event would appeal to our targeted segments and customer base, and how it could be effective at helping each entity meet their departmental and company objectives.

Strategies and Measurable Goals

With our objectives at the forefront of planning for Operation Convergent Response (#OCR2017), we identified three key strategies – as detailed below - and the tactics needed to put them in motion.

Strategies	Tactics	Measurable Goals	Assessment Methods
Connect customers and prospects with Verizon and our partners in an environment that would be meaningful to them and their communities in a real, visceral, and emotional format.	<ul style="list-style-type: none"> Real-life disaster response reenactments Hands-on demonstrations of solutions Live speaking engagements 	<ul style="list-style-type: none"> Resonate realistically with 150-200 attendees Obtain positive feedback from 10% of the attendees Gain 50K social media impressions 	<ul style="list-style-type: none"> Number of attendees at the event Face-to-face and online feedback Social media impressions
Build a repeatable, revenue-generating framework for events.	<ul style="list-style-type: none"> Obtain Verizon and partner validation Survey attendees for need 	<ul style="list-style-type: none"> Obtain approval from 70% of Verizon, partner, and vendor executives to exhibit at additional shows Gain positive responses from 10% of attendees 	<ul style="list-style-type: none"> After action reviews from Verizon, partners, and vendors providing validation Positive responses from attendees
Create a new way to bring innovative solutions into our funnel for additional revenue stream development.	<ul style="list-style-type: none"> Obtain Verizon and partner validation Survey vendors for participation 	<ul style="list-style-type: none"> Obtain approval from all applicable Verizon leaders to bring deployables into Verizon's catalog Gain acceptance from 80% of vendors 	<ul style="list-style-type: none"> Verizon leadership approval Vendor acceptance

In crafting these strategies, we kept in mind our philosophy for Operation Convergent Response – to redefine the Art of the Possible and create better outcomes for all. We are firm believers in out-of-the-box thinking, and this event became a great example of that as evidenced when we met our established objectives.

About Operation Convergent Response (#OCR2017)

Operation Convergent Response (#OCR2017) allowed our attendees the opportunity to learn firsthand how advanced technologies can be used to support them in a crisis situation. Bringing together first responders and government officials from across the country (and several countries), the exercise allowed those who attended to see technology in action and to learn how Verizon, our partners, and more than 40 innovative companies could join forces to assist first responders and our communities in a variety of emergencies. When developing a plan for the event, I relied on Mim Goldberg's class, **Beyond the Basics of Booth Selling, Session 31317**, for expert guidance on how to formulate objectives and strategies, select the correct staff, engage the audience, and support our brand – which helped our team make a powerful impact through the event.

When we initially communicated Operation Convergent Response (#OCR2017) to potential attendees, we asked: "What would it be like to witness first responders using cool technology like drones, robots, satellite communications, and more to respond to a flooded neighborhood, a collapsed building, a chemical contamination, a subway terror attack, and a hostage situation all in one day?" We then invited prospective attendees to join Verizon and our primary partners (three major tech companies) to Operation Convergent Response, or #OCR2017, June 7-8, 2017, at an 800+ acre facility known as the Guardian Centers in Perry, GA where they could see how these disaster scenarios would unfold.

Take a look at our video (<https://youtu.be/6eBushz1Ka8?t=4>) to get a glimpse into this exciting event.



As mentioned earlier, we staged the event at the Guardian Centers, which provided a 20+ block CityScape where scenarios such as disasters (natural and man-made), cyber-attacks, and more were created to seamlessly demonstrate how network coverage and other forms of cutting-edge technology can be used to help make response efforts quicker, safer, and more secure.

In this environment:

- Robots crept into locations that were unreachable or too dangerous for first-responders to enter.
- Drones provided HD video surveillance and dropped life preservers to victims stranded in floodwaters.
- A trauma center treated victims with critical telemedicine solutions.
- A mobile command unit served as the nerve center for the exercise, coordinating responses by multiple teams in several locations.

In addition, all of this took place under the protection of a software defined perimeter system that secured the networks and our solutions from the efforts of unseen cyber-attackers.

Operation Convergent Response (#OCR2017) was created and hosted by Verizon and three partner companies. It was both an event and a trade show in that we staged the scenarios as an event over a two-day schedule, while also providing an arena for our vendors to showcase their solutions in a trade show environment. The event was initially planned as a half-day, single scenario reenactment to be performed and filmed at a military training facility in Mississippi and delivered as a visual marketing vehicle in Verizon's Executive Briefing Centers and via our websites.

As more discussions took place and targeted vendor solutions were added, we quickly realized that a bigger venue and multiple scenarios were needed to demonstrate the technology to its greatest effect. By 4Q16, we had:

- Settled on the Guardian Centers as the venue
- Selected the majority of our vendors
- Set a target date timeframe of 2Q17 for the event
- Started planning in earnest to ensure that the event would be success



This effort, Operation Convergent Response (#OCR2017), was truly unique in that Verizon extended the event's coordination and management to two major communications and Internet of Things (IoT) companies as well as the Guardian Centers. We offered - and these companies accepted - the opportunity to come alongside us as partners to not only help host the event, but to plan, manage, and implement all aspects of the event and trade show.

To make Operation Convergent Response (#OCR2017) a success, it took the commitment of a handful of core team members from each partner to:

- | | |
|---|---|
| <ul style="list-style-type: none">• Assess needs• Obtain resources• Identify additional partners• Set timeframes | <ul style="list-style-type: none">• Set up meetings• Develop the storyline• Market and implement the event professionally, purposefully, and promptly |
|---|---|

We also worked and regularly met with internal Verizon stakeholders and external vendors to build an event that would allow us to tell our comprehensive story in a compelling, thought-provoking format. The lessons I learned from Dan Lumpkin's class, **Negotiating Skills to Win, Session 72117**, which included understanding how to negotiate and knowing the difference between interests and positions, really helped the team come to satisfactory agreements and meet our collective event goals.



Verizon and Operation Convergent Response (#OCR2017) Partners and Vendors On-Site at the Guardian Centers

Cycle

The subsequent success of Operation Convergent Response (#OCR2017) has set us on a path to repeat the event at the Guardian Centers on a yearly and quarterly basis, in a mini-capacity at customer and external venues, and in a mobile roadshow format at various events throughout each year.

Schedule

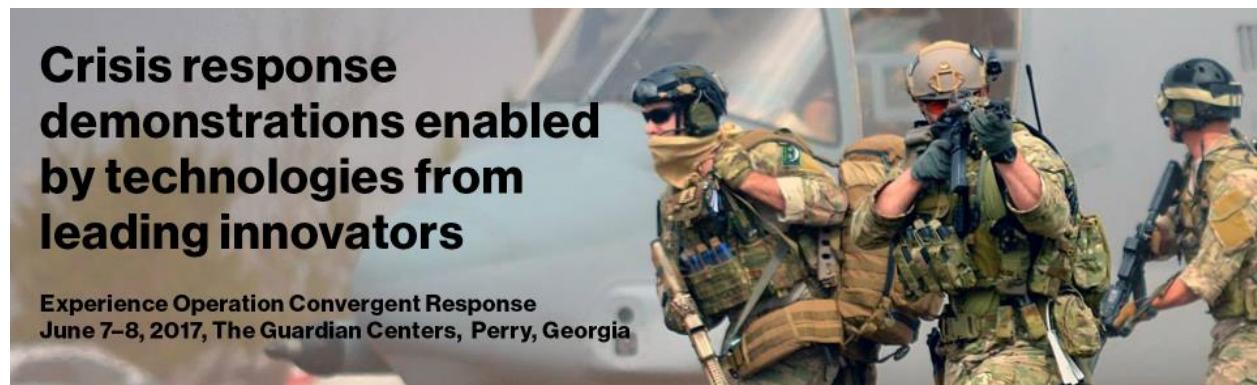
Operation Convergent Response took place over the following two days of high-energy, extremely interactive crisis response demonstrations of innovative technologies.

- **Solutions Day: Wednesday, June 7:**

- On this day, attendees from the enterprise and public sector segments could get their hands "dirty;" go deep and broad with technical subject matter experts; and see firsthand how a wide variety of technologies can be applied to their world today. From secure networks, intelligent sensors, and communications capabilities of many kinds to drones, robots, and autonomous systems, there was something for nearly everyone.
- With the backdrop of six incredible vignettes that realistically simulated major disasters on the following day, attendees could also see how technologies applicable to their organizations could be applied to help address highly complex problems in the worst of situations.
- This was an unstructured day in that attendees could walk around the scenarios at their leisure from 10:00 a.m. until 3:00 p.m. and spend as much time as needed with each solution and subject matter expert. From 3:00 – 5:00 p.m., attendees could take part in our thrill activities such as rappelling, rifle shooting, and armored car vehicle rides.

- **VIP Day: Thursday, June 8:**

- On this day, attendees saw how broad sets of current technologies that solve business problems in their organizations today could be utilized to serve a greater purpose. In addition, by augmenting first responders (both public and private) with many new, innovative capabilities, we explored how a collective partnership can serve as a basis for creating better solutions.
- Attendees witnessed more than 200 professional first responders simulating mass casualty situations right in front of them. Buildings collapsed and caught on fire. People were discovered in flooded neighborhoods clinging to rooftops as rescuers responded. A terror attack on a subway resulted in a catastrophic explosion followed by the release of a biological agent that contaminated citizens and responders.
- In addition, field medical response teams set up a triage facility and incorporated private sector HAZMAT assets to assist in decontamination. Drones provided communications, data, and video from above, while robots scurried, climbed, and autonomously sought out casualties on the ground. While all of this was taking place, hackers were attacking the applications supporting response efforts and were stopped in their tracks.
- First responders began the scenario activities at 8:00 a.m. and attendees were shuttled to the CityScape at 9:00 a.m. as if they were right in the middle of a disaster, given a safety briefing, and then divided into tour groups, provided a tour leader, and were hosted throughout the scenarios on a timed basis from 9:30 a.m. – 3:00 p.m. with a short break for lunch. The event concluded with closing remarks and attendees being shuttled back to the transportation hub for departures to their hotel or airport.



Operation Convergent Response (#OCR2017) Hero Graphic

Section #4: Management of Event Design and Production

Meetings and Planning

To accomplish the formidable task of planning, building, managing, and implementing Operation Convergent Response (#OCR2017), we identified a core group of decision-makers from each partner who could identify and set in place all aspects of the event; support the buildout of all those components; and manage the development and implementation of them from end-to-end. This core team met weekly and sometimes daily to ensure we stayed on task and kept the momentum of the event going. In addition, the core team met with internal partner stakeholders as well as our selected vendors and exhibitors on a weekly basis to set forth action items, identify owners of those actions, and provide next steps.

Requirements

Putting on an event of this type was not only unprecedented, but proved to be a monumental, yet fulfilling task. To accomplish all that we planned, we identified and established a core set of requirements, including the venue, hospitality, communications, and more.

Venue: The Guardian Centers, Perry, GA

When considering locations and venues for Operation Convergent Response (#OCR2017), a number of unique factors had to be considered. For example, we needed a space where we could:

- Stage explosions
- Fly manned and unmanned aircraft
- Simulate a hostage situation

In addition, the location needed to:

- Be large enough to handle up to 2,000 people
- Provide outdoor and indoor space
- Be equipped technologically to support the realistic exercises we planned to exhibit

Lastly, we required that the venue have capabilities that would help meet our objectives, which included showcasing how first responders could use innovative technologies to solve complex problems in extreme crisis scenarios and give young, innovative companies an environment to test and develop their solutions.

Finding a site that could meet these needs was challenging. However, I had just taken Diane Silberstein's class, **International Events: Expanding Your Global Reach, Session 52217**, and followed her advice for actually visiting the site, which enabled me to get an accurate picture of the venue and address any issues before we arrived for the actual event.

A number of locations such as military bases, corporate facilities, and private event venues were researched for viability, but only one met all our requirements – the Guardian Centers in Perry, GA. This 800+ acre, state-of-the art facility started out as a U.S. missile factory that was comprised of several administration and production buildings. When the Guardian Centers was established, the facility was expanded to include a 20+ block CityScape with specifically engineered buildings where first responders from law enforcement, the military, and private enterprises come from around the world to train in a broad number of crisis response arenas. After touring the facilities and comparing our needs with the Guardian Centers' capabilities as well as its close proximity to a small airfield, we were convinced it was the right facility for our event and began the process for signing a contract.

As shown in the CityScape blueprint image below, the Guardian Centers provided the perfect environment for the Operation Convergent Response (#OCR2017) team to stage our crisis response scenarios; showcase technologies in a trade show environment; implement a simulated joint operations command center; manage and monitor flight operations; and much more.



The Guardian Centers CityScape

For each crisis response scenario reenactment, an environment for staging them was provided. Each space was unique, but could include:

- A building, a tent, a vehicle, or a combination of each
- Creative signage, digital imagery, and videos supporting the scenarios and messaging
- Personnel to demonstrate, showcase, and/or support the scenario
- Audio, visual, and power capabilities to help exhibit the scenarios effectively
- Innovative technologies from Verizon as well as our partners and vendors that were critical to demonstrating the crisis response efforts

Scenarios

Take a look at Operation Convergent Response (#OCR2017) in action in the image gallery below.

Neighborhood Flooding

In this scenario, we simulated response efforts that were conducted in New Orleans' lower 9th Ward flooding, which occurred during Hurricane Katrina in 2005. In this arena, we demonstrated rescues using drones equipped with 360 video, a collaborative environment for first responders and private rescuers, as well as Verizon's un-hackable secure service, Software Defined Perimeter.



Flood Victims' Rescue



Drones in Operation

F4 Tornado/Mass Casualty

With storms of various kinds increasing in number and strength, it seemed appropriate to stage an F4 tornado that impacted a shopping center, causing building instabilities and mass casualties. In the scenario, we demonstrated how LTE and satellite communications can keep first responders and victims in communication, how drones can be used to support rescues and drop supplies, and how all our solutions can be monitored and managed via a 4D visualization platform.



First Responders at the Site



Aerostat Balloon

Active Shooter

How do you bring a sense of order to an uncontrolled active shooter situation? In this scenario, we simulated just such an attack in which a contractor's convoy in a foreign country has been surveilled by drones and then a roadside bomb is detonated, which culminated in an active shooter and hostage situation. We demonstrated how a response to an event of this kind can be more organized (and safer) with the use of unmanned systems (like drones) and intelligent and 360 video.



Photo by: David Collins, www.dcollinsphoto.com



Live Action from the Active Shooter Scenario

Trauma Center

When a major disaster like a hurricane or tornado occurs, the destruction can be widespread, resulting in shut-downs of all facilities, including hospitals. In this scenario, we showcased how a remote critical care facility can be created close to a disaster area and include a field triage clinic as well as a temporary trauma center augmented with telemedicine support. We demonstrated how first responders can use autonomous search and rescue technology to find victims and safely transport them to the triage center. In addition, once the patient was in care, we showed how the on-site medical staff can relay the patient's condition to doctors in other locations via remote diagnostics and video conferencing.



Photo by: David Collins, www.dcollinsphoto.com



Telemedicine Software (top)
RAD Robot (bottom)



Photo by: David Collins, www.dcollinsphoto.com

Patient Receiving
Treatment

Chemical Factory/Building Collapse

In this scenario, an explosion occurred at an industrial chemical factory, and subsequently, the building collapsed. This very event was experienced in the 2012 San Bruno gas pipeline explosion in California, the 2011 fertilizer facility that exploded in west Texas, and most recently in 2017 during Hurricane Harvey in Houston, TX. We demonstrated how this crisis can be responded to more efficiently, effectively, and safely with:

- Industrial Internet of Things (IoT) sensors that monitor the levels of contaminants in the environment and provide real-time data on their levels
- Remotely deployable video cameras that provide a safer way to view the disaster area without sending in manpower
- A secure, collaborative mobile command center that shows all the innovative technology in action so that rescuers can be dispatched as the environment becomes safer



Internet of Things (IoT)
Sensor on Collapsed



Verizon Satellite
Communications



Scenario Presentation

Subway Attack

As news stories reveal on a routine basis, there are a number of terrorist organizations around the world who cause chaos and death with detonation devices and/or biological agents. In this scenario, we simulated a terrorist bombing in a subway that was followed by a biochemical attack such as was experienced in Japan in 1995, which caused widespread damage and the loss of many lives.

With a crisis like this, communications are cut off, power is no longer available, and people are trapped. In this scenario, we demonstrated how power can be restored with powerful, yet transportable generators; communications can be restored via a portable LTE network supported by solar-generated Wi-Fi; and how robots can be used to locate victims and send 360 video back via Wi-Fi to a 4D visualization portal manned by response personnel.



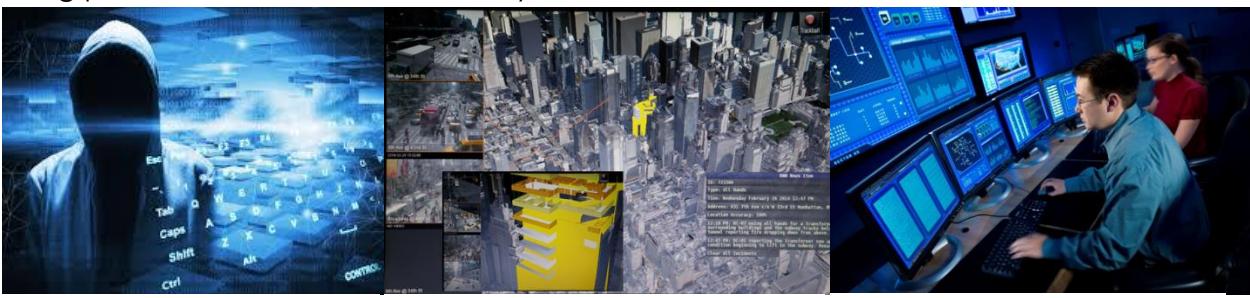
Subway Tunnel

Solar Powered Wi-Fi

HAZMAT First Responders

Cyber Attack

Trojans, breaches, and cyber-attacks...we hear about them constantly; but are they preventable? In our test environment, an internal team of hackers (as well as external, uninvited ones from Russia, China, and the Mexican cartels) deliberately attempted to breach a critical network that was supporting the Operation Convergent Response (#OCR2017) event. Through our 4D visualization portal, we could view these attacks taking place, which were thwarted by Verizon's Software Defined Perimeter service.



"Hacker"

4D Visualization

Operations Command Center

Hospitality, Trade Show, and Administration

Hospitality

In addition to the live action scenarios, part of what made this event a success was our intention of making it fun for the attendees. We wanted them to feel like they were coming to our home and we were taking care of them just as if they were our own friends and family. Each day, we provided breakfast and lunch as well as snacks and water throughout the day.

- **Thrill activities:** As even more fun, we gave the attendees a chance to role-play as first responders via thrilling activities, including the following:



Rappelling



Rifle Practice



Armored Vehicle Rides

- **Networking party:** In addition, at the end of the Solutions Day, we threw a big southern BBQ party for customers, partners, vendors, staff, and first responders that included an open bar as well as a live band and dancing. This event was both fun and productive, in that it resulted in valuable networking among the attendees.
- **VIP Lounge:** Lastly, we wanted our executives to feel like they were getting extra special treatment, so we flew them from the airport in a Black Hawk helicopter provided by one of our vendors and gave them a VIP lounge with refreshments and a bird's eye, 360 view of the action.

Transportation, Trade Show, and Administration

When arriving at the Guardian Centers, attendees had the option of being shuttled from area airports and hotels to the site or to drive themselves. In either case, all attendees, vendors, and partners were received in the Guardian Centers' standard cafeteria that served as the event's registration center, transportation depot, and communications hub. Since the CityScape was approximately a mile behind the registration center, on-site busses shuttled attendees to and from the CityScape during the event. Staff would either drive their own vehicles onto the CityScape itself or take advantage of a stable of ATVs, golf carts, and bikes that we secured for staff mobility.

Another component of Operation Convergent Response (#OCR2017) was the Emergency Operations Center (EOC) in the CityScape that we utilized in the following ways to support the event:

- **Trade Show:** On the first floor of the Emergency Operations Center (EOC) and on both days of the event, we provided 10 x 10 spaces as well as a larger meeting area in which our vendors could provide more in-depth exploration of the solutions they demonstrated in the scenarios. We also provided two larger rooms for one of our partners to showcase an innovative demonstration of 5G.
- **Speaker Sessions:** On the third floor of the Emergency Operations Center (EOC), we provided larger rooms in which speakers could present on a variety of topics to an audience of 50 – 100 attendees. These sessions took place on Solutions Day.
- **Event Management:** On the second floor of the Emergency Operations Center (EOC), offices were provided to partner staff and third-party vendors for operational support of the event. From staff meetings to dispatching of staff, equipment, and more to executive meetings, these offices provided the space needed to ensure that the event was implemented as planned.
- **Cafeteria:** As mentioned earlier, breakfast and lunch were provided to attendees at the Emergency Operations Center (EOC) and in an adjacent building. In these makeshift cafeterias, meals were served to approximately 1,000 people by a caterer chosen by the Guardian Centers.



Trade Show Booth

Speaker Session

Cafeteria

Production Strategies

As described so far in this portfolio, there were a lot of moving parts, deliverables, personnel, support capabilities, and more that needed to come together to make Operation Convergent Response (#OCR2017) a success. And it also took a lot of planning, strategizing, and sheer determination for it to be an actuality. As my first large, unique show, I was more than anxious to be sure that I had planned for everything and ensure that what we were doing was safe, covered in terms of legalities and insurance, that we'd selected the right venue, and more. Rebecca Coons' class, **The Basics of Event Planning and Management, Session 61017**, was an invaluable resource for me as it provided a primer on selecting vendors, setting a budget, and more that helped me plan and implement Operation Convergent Response (#OCR2017) effectively.

The event started simply – with discussions between the lead innovator on the project and me. Our pre-planning efforts consisted of the two of us meeting weekly and sometimes daily to discuss ideas; formulate a go-forward plan; identify stakeholders (and get their buy-in); and brainstorm on what we would need to launch the project.

Once the lead innovator and I were comfortable with what we were trying to accomplish, we were ready to share our big idea with internal product and program colleagues, executives, and supporting staff as well as our hand-picked partners, vendors, and third-party agencies and contractors.

To get their buy-in, we scheduled a kick-off meeting with Verizon's internal personnel to help them understand our big idea and its benefits to our company, partners, customers, and prospects. The next kick-off meeting was with our external partners and vendors and then our third-party support staff.



Vendor and Partner Meetings

In these discussions, we learned who was on board with our efforts and who wasn't, what we needed to adjust to achieve our goals, and the steps we needed to take to ensure that the critical stakeholders and personnel could be a part of the Operation Convergent Response (#OCR2017) team.

Once all the stakeholders were in agreement on the need for Operation Convergent Response (#OCR2017), we started planning the event in earnest. We identified a core team that consisted of staffers from each of the big four partners; determined the level of support – logistical, physical, budgetary, etc. – that each could take on; identified the various components of the event requiring support; and assigned a core team member to lead each critical event component. In collaboration with the core team, the framework for the event was established and included:

- Identifying the scenarios and their solutions as well as how best to demonstrate them
- Setting a realistic timeframe and event schedule from which we could base our pre-production activities
- Taking action and ownership of our core assignments and competencies to ensure that they were accomplished within established timeframes

To stay on track, the core team met weekly and sometimes daily to sync up on event activities, brainstorm on any additional needs, adjust next steps if needed, and act as accountability partners so that our tasks would be completed in time for the event. Meanwhile, we continued weekly meetings with our internal stakeholders and external vendors and third-party agencies to keep the momentum going on the activities for

which they were responsible. These meetings were conducted up to a few days before the event prior to load-in at the Guardian Centers.

And then....ready, set, action! When we set our timeframes, we established load-in, preparatory, and rehearsal days so that we could ensure all our equipment, vehicles, and staff were on site and ready and all the "bugs" were worked out so that the Solutions and VIP days would be conducted as flawlessly as possible.

From the Guardian Centers personnel and first responders, to partners and vendors staffing each of the scenarios, to third-party vendors for transportation, catering, creative, AV, and more, to the attendees themselves, Operation Convergent Response (#OCR2017) required hard work, comradery, some independence, a lot of teamwork, and a desire to achieve to make the event a success. We accomplished much within the two days and received an abundance of positive feedback at the end of the event.

Budget Plan vs. Actuals

Budget? What budget? The interesting fact in this entire venture is that Verizon implemented Operation Convergent Response (#OCR2107) without a budget or any internal funding. Instead, our partners and vendors either contributed co-marketing funds, actual funds, or bartered to be a part of the event. These amounts varied, but the overall costs for the event amounted to approximately \$1.2 M as shown below:

- | | |
|---|--|
| <ul style="list-style-type: none">• Demos: \$165,000• Air Operations: \$250,000• Audio Visual: \$87,000• Rentals (Autos, Tents, Location): \$120,000• Hospitality (Catering, etc.): \$50,000• Uniforms/Lanyards: \$5,000 | <ul style="list-style-type: none">• Labor: \$115,000• Staff Salaries: \$200,000• Transportation: \$30,000• Supplies/Equipment: \$10,000• Design: \$50,000• Audio Visual: \$90,000 |
|---|--|

With what we accomplished at the event and afterwards, we were able to demonstrate to leadership from Verizon, the partners, and our vendors that the event provided a solid return on investment.

Section #5: Management of Integrated Marketing Communications

Getting the Word Out

Without a doubt, the Operation Convergent Response (#OCR2017) team was more than anxious to communicate this event through as many channels and formats as possible. Our goals included:

- Inviting targeted attendees through pre-event emails no less than eight weeks before the event and sending post-event thank you notes approximately two weeks after
- Creating a buzz using multiple posts to social media several weeks before, during, and several weeks after the event
- Providing event details via a microsite
- Promoting the event internally and externally via public relations
- Filming and photographing activities before and during the event in standard video format as well as with 360 degree cameras for delivery via online and print communications vehicles as well as a Virtual Reality (VR) experience

However, communicating an event of this type had some challenges. At the same time that we were planning Operation Convergent Response (#OCR2017), our program lead was also planning to launch a new Verizon service, Software Defined Perimeter, which is a virtually un-hackable network. We wanted to keep the market release from becoming public knowledge prior to the event so our competitors would not thwart our launch efforts; but at the same time, be able to include it in our pre-event communications. In addition, Army Special Operations had planned to perform air maneuvers at the Guardian Centers in the same week as Operation Convergent Response (#OCR2017) and, as a result, we were under a “no public communications” order.

In the spirit of the event itself where we were redefining the “Art of the Possible,” we were convinced that the challenges could be solved. We were able to address the launch issues by softening the information around the new product description in our pre-event communications. We were even able to broker an agreement with the Special Operations team such that they would perform their activities after hours, which made it possible for us to move forward with public messaging about the event that was to occur during the day.

Media Partner Round-Up

As it turns out, obtaining media partners was not an easy process either. Not only was our event unprecedented, but so were the ways that we wanted to communicate it. Standard events within the company are managed with built-in support teams, including public relations, marketing communications, ad agencies, etc. and funded accordingly. But since Operation Convergent Response (#OCR2017) did not follow the standard processes or have the standard support, we had to get creative. After making many calls and sending emails to find resources, we learned from our customer experience team that co-marketing funds might be available through one of our

partners. They gave us a point of contact to begin discussions. After meeting with the partner and providing an overview of what we were trying to accomplish, the funds were made available and we began our search for media partners.

- **The design agency:** Our media source for creative work was the most urgent need, so we began our search for a design agency first. And after considering several houses of record within the company, we chose to go with Paragon Design, a small firm in Delaware. This company had proven itself in previous fast-paced environments to work efficiently, innovatively, and collaboratively. They also were familiar with each partner's branding guidelines and could easily meet our creative needs. We met with Paragon, and they quickly agreed to take on our project. They expertly developed and produced the Operation Convergent Response (#OCR2017) email invites and thank you notes, microsite, presentations, booth designs, logo, first responder patch, and on-site signage with a very short timeframe, a small amount of direction, and with outside-the-box ideas that proved invaluable. After going through this process, I was grateful to have taken the class, **Collaborate, Create, Succeed: Maximizing Results Through the Power of Design, Session 62117**, prior to selecting a design agency as it helped me formulate a plan to make the best decision.
- **Social media:** With a social media team in place at Verizon and parallel teams in our partners' organizations, an actual selection of a media source wasn't needed. Instead, the partners agreed to a coordinated social media plan that involved assigning posts to various points of contacts on a determined schedule. Working together proved to be a successful formula for significant social media impressions.
- **Public relations:** Searching for a media source for public relations began and ended internally at Verizon, but not without difficulty. With a company of Verizon's size, the public relations team is incredibly busy, and it took repeated calls and emails to engage a partner. Once we were able to meet with a public relations manager and share the purpose of the event and our plans, they agreed to publicize the event internally and externally before, during, and after the event. Our partners and vendors also brought their own public relations points of contact into the project who published their own news articles and stories.
- **Videographers and photographers:** When it came to filming, it was understood that these costs could go quite high. With the added complexity of filming on multiple days, in various formats, and in standard as well as 360, the number of videographers willing to take on the project was limited. Our partners selected videographers and photographers with whom they had worked before and that could take the project on as needed. When it came to 360 video, a serendipitous meeting between our program lead and executive leadership at our partner company, Oath, led us to a former Navy SEAL who teamed with us to bring Oath's Virtual Reality (VR) film crew, RYOT, onto the project and direct their activities on-site.

Selecting the right media partners was essential to the success of Operation Convergent Response (#OCR2017) - and to building a brand around it. The class, **How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program, Session 31117**, helped me guide the team in building components of our brand, formulating unique deliverables with our brand, and inserting the brand into our communications deliverables. We continue to use these components in marketing efforts today.

Marketing Communications Activity and Results

Even though we had a relatively short timeframe in which to communicate Operation Convergent Response (#OCR2017) to our potential invitees, we had an aggressive plan to achieve our messaging goals. Marketing communications activities included:

- The creation of an event microsite, <https://www.vzwtechnologies.com/operation-convergent-response>, which was utilized as a first point of reference from our email invitations, as a description of the event, and as a registration portal.
- We posted information, teasers, and stories about Operation Convergent Response (#OCR2017) via social media before, during, and after the event.
- Our public relations team was also leveraged for articles afterwards that have been used to tell the Operation Convergent Response (#OCR2017) both internally and externally.
- Operation Convergent Response (#OCR2017) was also filmed in standard and 360 degree video, which have been used in various videos, articles, and a Virtual Reality (VR) experience that allowed the event to come to life for people who were not able to attend in person.

Measuring the success of these efforts was made easier after I had taken Joe Federbush's class, **How to Measure the Value of Trade Show Participation - Part I: Basic Concepts, Session 10817**, where I learned that in addition to measuring and tracking return on investment (ROI) from sales that were made as a result of the event, I could also measure Return on Investment (ROI) from promotion value – this proved very helpful as we tracked social media impressions, which amounted to over 1 million.

Communications Methods

When it comes to events, it is vitally important to communicate them often and in as many means possible. For Operation Convergent Response (#OCR2017), we utilized a number of communications methods, including;

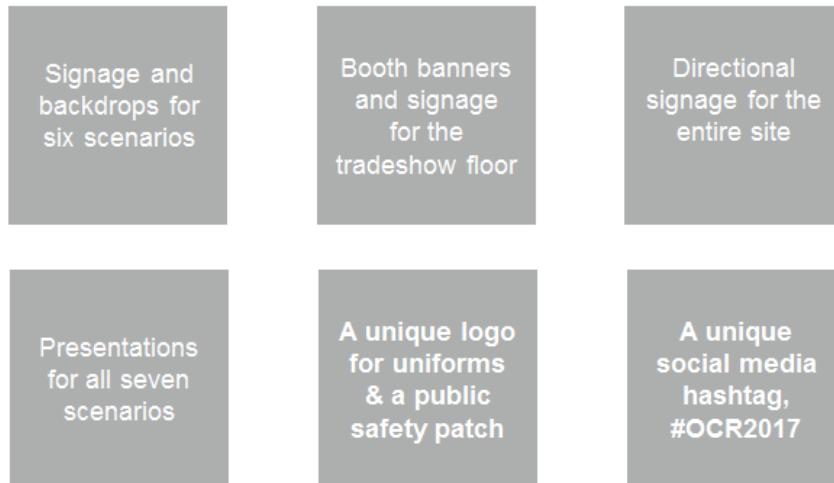
- Emails that were sent before the event to invite potential attendees and after the event to thank them for attending.
- The Operation Convergent Response microsite which was linked to from the emails and provided additional detail about the event (schedules, descriptions of scenarios, etc.).
- Social Media posts that were made to Twitter and LinkedIn to invite people to the event, build excitement before the event, share videos and photos during the event, and follow-up on activities afterwards.
- Public Relations teams who were utilized internally and externally to publish news articles about the event and leverage their media sources to distribute them more widely.
- Videos and photography (standard and 360) from five teams that were utilized in a number of publications across Verizon as well as our partners and vendors.

The table below provides more detail about these marketing communications methods as well the expectations for each and recommendations for improving overall communications for future events.

Communication Method	Rationale	Target Audience	Measurable Goal	Assessment Methods	Results	Recommendation For Improving Communication
Email	Reach potential audience Invite attendees to the event Thank you note	Enterprise and government decision-makers	10 emails per segment and vendor	Internal and external feedback	200 attendees	<ul style="list-style-type: none"> Send communications earlier and more often. Customize per segment and/or need.
Microsite	Describe event Enable attendee and staff registrations View event details and media	Enterprise and government decision-makers Partners and vendors Staff	30% of projected audience	Registrations	200+ registrations	<ul style="list-style-type: none"> Launch earlier. Employ a professional copywriter. Message the microsite URL more prolifically.
Social Media	Introduce event Share activities Build anticipation for the next event	Enterprise and government decision-makers Partners and vendors Company influencers	50K+ impressions	Social media assessment tool	1M+ impressions	<ul style="list-style-type: none"> Start campaign earlier. Identify influencers early and gain participation. Include actionable posts.
Public Relations	Broaden the audience base Extend the Operation Convergent Response message to media outlets	Enterprise and government decision-makers Partners and vendors Internal communications points of contact Media	Publish two internal and external releases	Publication dates	Released two press releases post-event Published two internal news stories	<ul style="list-style-type: none"> Publish a pre-event press release. Publish on-site news stories. Broaden media engagement and publications.
Videography and Photography	Share event via promotional videos Utilize still photography in news articles, promotional materials, ads, and more Have source material for a simulated Virtual Reality experience	Enterprise and government decision-makers Partners and vendors Media	Include photos in news articles and videos Produce a Virtual Reality representation of the event	Use of photography in publications Launch of the Virtual Reality application	The videos and photos were utilized in multiple Verizon and partner articles, in social media posts, and more The Virtual Reality app was launched	<ul style="list-style-type: none"> Create a filming and photography project plan prior to the event to form a more cohesive go-forward approach. Create a comprehensive framework and plan for Virtual Reality prior to the event and have it produced and implemented more quickly after the event.

Additional Marketing and Branding

In addition to the communications vehicles just detailed, we also produced the following items to further support our marketing and branding efforts:



Communications Gallery



Crisis response demonstrations enabled by technologies from leading innovators.

When a crisis occurs, having a plan in place can help you better prepare for and respond to them. At **Operation Convergent Response**, June 7-8 in Perry, GA, we'll take you on a journey through live exercises exploring how leading innovators from across the public and private sectors can provide innovative solutions from Verizon, The Guardian Centers, Nokia, Aegex, and others can come together to address disaster recovery efforts. All this and more you won't want to miss.

Explore, learn and network with a diverse array of technologies and collaborate with various subject matter experts.

Meet and interact with leaders and experts from around the world who have dedicated their careers to government agencies and private sector companies. Experience real-world solutions that will help you explore how existing and emerging technologies can be leveraged to solve highly complex problems.

With two days of high-energy, extremely interactive crisis response demonstrations of innovative technologies, you'll definitely want to attend this action-packed event!



Don't miss out!
Register today to confirm your spot at Operation Convergent Response.
[#OCR2017](#)

verizon



Emergency Operations Center



Operation Convergent Response
June 7 - 8, 2017
Wednesday, June 7
Industry Immersion Day
Thursday, June 8
VIP Exercise Day

[Click here to register](#)

Use code VZ-OCR2017



[Directions](#)



Tech showcases

- Verizon
 - OneTalk
 - SDN/SD-WAN
 - Software Defined Perimeter
 - ThingSpace
 - VNS
- SmartStreet Solutions
 - Industrial IoT
 - Remote Sensor Video
 - Data Analytics and Intelligence

Speaker Schedule

- 1:00-1:20 pm • IBM IoT – Tim Henrion
Agex and IBM Building the Next Generation of Digital Transformation of the Oil & Gas Industry
- 1:25-1:45 pm • ElementBlue/SensorInsight – Steven Gerhardt
Werner Enterprises’ SensorInsight Cloud Located Integrated Industrial Solutions and the Guardian Centers Project
- 1:50-2:10 pm • Weather Company – Rob Berglund
Revolutionizing Severe Weather Forecasting and Observing
- 2:15-2:35 pm • Microsoft – Kristin O’Toole
Cloud and Machine Processing with Edge Application for Hazardous Environments with the Cloud
- 2:40-3:00pm • OISoft – John Marrott
Data Analytics for Operational Intelligence in Hazardous Industries



Operation Convergent Response



Start your journey now.
Operation Convergent Response is #OCR2017, explores the art of the possible. As the event, learn how first responders in public and private sectors can be strengthened in the fight against today's (and tomorrow's) security, the Internet of Things (IoT), smart and secure IoT, resilience and autonomy to ensure crisis response continues.

A successful journey begins with insight exploration. A great immersion through cultivated relationships and partnership, #OCR2017 is designed to accomplish both. Verizon has teamed up with The Guardian Centers, Nokia, Aegex and a host of other leading innovators to demonstrate how their technologies can be leveraged to help first responders and other emergency services providers from multiple daily use into strategic value benefits in extreme situations. Limited attendees will have the opportunity to:

• Explore, learn and interact with the subject matter experts behind a comprehensive array of technologies.

• Meet and interact with leaders and experts from around the world on various ideas in government and industry alike.

• Experience the power behind major disasters while observing how existing and emerging technologies might be applied to solve major complex problems.



#OCR2017 is not open to the general public. (Participant registration requires a sponsor who will join you for this experience.) Partnership “learning by doing together” site attendees serve as a contributor. Invites have been carefully selected to ensure maximum diversity in represented perspectives across multiple sectors, industries and communities of interest.

Email Invitation



Registration

Meter Board



Signage

Microsite



OCR Logo

Section #6: Management of Results Reporting

As a completely original event, measuring Operation Convergent Response's success against previous events was not possible. Alternatively, we relied upon on-site feedback from attendees, social media impressions, leads generated from badge scans, as well as on-site and post-event customer meetings to gauge results. The table below provides the goals, measures, strategies, and results of our efforts at the event.

Strategies	Tactics to Accomplish	Measurable Goals	Assessment Methods	Results	Improvement Recommendations
Connect customers and prospects with Verizon and our partners in an environment that was meaningful to them and their communities in a real, visceral, and emotional format.	<ul style="list-style-type: none"> Obtain number of attendees at event Survey attendees on-site and after event Obtain leads result via badge scans 	<ul style="list-style-type: none"> 60% of attendees 50K+ social media impressions 10% of leads gained through scanned badges 	<ul style="list-style-type: none"> On-site feedback Social media impressions Leads (via badge scans, etc.) 	<ul style="list-style-type: none"> 80% feedback 1M+ impressions 20+ qualified leads 	<ul style="list-style-type: none"> Reformat run of "show." Start social media campaign earlier. Build a more definitive lead process.
Build a repeatable, revenue-generating framework for events.	<ul style="list-style-type: none"> Share after action reports with leadership for review Meet with partners and vendors to assess event 	<ul style="list-style-type: none"> Schedule and implement additional events 	<ul style="list-style-type: none"> Leadership approval Partner and vendor approval 	<ul style="list-style-type: none"> Virginia Public Safety Day Florida Public Safety Day Michigan Public Safety Day Gartner ITxpo Response efforts for hurricanes Harvey, Irma, and Maria 	<ul style="list-style-type: none"> Start planning 2018 event earlier. Create and implement a regular schedule of events. Add new events based on segment, needs, etc.
Create a new way to bring, innovative solutions into our funnel for additional revenue stream development.	<ul style="list-style-type: none"> Share after action reports with leadership for review Meet with partners and vendors to assess event 	<ul style="list-style-type: none"> Create a revenue-generating program from event to include sellable solutions such as: <ul style="list-style-type: none"> Mobile command center Solutions packages 4G LTE, 5G Reality show Content creation and delivery 	<ul style="list-style-type: none"> Leadership approval Partner and vendor approval 	<ul style="list-style-type: none"> Mobile command center: Approved and in process Solutions packages: In process 4G LTE, 5G: Planned for 2018 events 	<ul style="list-style-type: none"> Create a complete business plan for activities. Build a plan for obtaining approval and implementing the monetized solutions.

These results were gathered in a PowerPoint presentation and delivered in an on-site conference to Verizon executives in our Basking Ridge, NJ headquarters.

Section #7: Conclusion

As mentioned in the previous section, Operation Convergent Response (#OCR2017) was considered a success – not only by Verizon - but by our partners, vendors, attendees, executives, first responders, media, and online audience. We built a repeatable event format that resonated with all who experienced it in person, as well as those who have viewed it via our Virtual Reality (VR) experience and videos or online and in print. Following are some of the components that made Operation Convergent Response (#OCR2017) a success as well as what improvements we'll make in the future and how we'll implement them.

Quick Hit Successes

- Actually utilizing the solutions in the response proved to be an excellent way to display our technology and helped us meet the goal of resonating realistically with attendees.
- Follow-up discussions revealed that the event was a great way to showcase current Verizon partnerships and incentivize future partners to become a part of our deployables program, which met our goal of adding additional revenue paths.
- The Guardian Centers was an excellent location for the event. This facility differentiates itself from other training facilities because it was built with the purpose to train first responders in disasters with the ability to overlay tactical training and provide a realistic environment for disaster reenactments. This venue's capabilities further solidified our goal for repeating this event at the Guardian Centers and in other venues.
- Feedback from attendees revealed that the event was an excellent method for showcasing a narrative about how Verizon's and our partners' capabilities can be leveraged to respond to disasters and helping them understand the need for a deployables strategy. This feedback helped us meet the goals of building more revenue as well as resonate with attendees.
- At the conclusion of the event, attendees and staff alike agreed that it was a great example of controlling information to provide "pressure" for participants to work together without prior planning to best simulate real world crisis scenarios. In addition, the event became a test-bed environment in which innovators could obtain performance metrics for their products. This feedback was also instrumental in helping us meet the goal of repeating the Operation Convergent Response event.
- As a result of the event's success, we received buy-in from Verizon and partner executives who then tasked the team with providing a roadmap for additional events; a method for packaging the event, the scenarios, and solutions in revenue-generating products and solutions; and additional ways to incorporate the event into all applicable aspects of the business. All of these requests and their eventual implementation has helped us meet the goal of creating a revenue-generating framework.

Large Scale Successes

With the resounding success of Operation Convergent Response (#OCR2017), Verizon and partner leadership were keen to leverage the momentum. The Operation Convergent Response staff attended to the Operation Convergent Response (#OCR2017) customer leads, which spanned multiple global governments; U.S. federal, state, and local agencies; large universities; and a number of multi-national enterprises. What came as a surprise were the additional large-scale, successes that we've achieved after the event - such as those detailed below – which have helped us meet the goals of resonating with customers, building a revenue-generating framework, and repeating the event.

Mobile Command Center

As shown in the image to the right, we asked and received approval to purchase the solutions (also known as deployables) used at Operation Convergent Response (#OCR2017) and include them in a crisis response mobile command center that can be dispatched to crisis events along with highly skilled team members to support and extend first responders' crisis activities.



OCR Deployables

Hurricane Response



Humanitarian Aid

With approval to purchase the deployables, the core team was able to go to the Florida Keys and support first responders and the community after Hurricane Irma. The image to the left shows a member of the Operation Convergent Response team giving a high-powered charging solution to one of the citizens impacted by the hurricane.

Gartner Symposium ITxpo

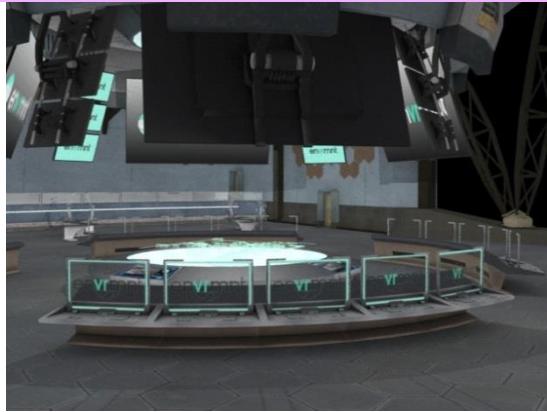
With three major hurricanes hitting the U.S. in a matter of weeks, Verizon executives asked the Operation Convergent Response team to exhibit at the 2017 Gartner Symposium ITxpo to showcase how we can help first responders in these types of crises. We had two weeks to pull the booth and solutions together; but through effective collaboration, we were able to craft the right narrative for the attendees and exhibit at the show.



The Operation Convergent Response Team in the Gartner ITxpo Booth

In addition to the solutions, we also brought the right team – experts in all areas of crisis response technology – as well as our Virtual Reality (VR) experience, which we complemented with an augmented reality (AR) invitation card - a winning combination that I was able to implement from what I learned in GV Iyers' class, **Produce and Integrate Great Digital Interactive, AR and VR Content, Session 609**. Our efforts at Gartner ITxpo resulted in one of the highest visited booths at the show.

Virtual Command Center



Virtual Command Center

Every year, Verizon participates at the Super Bowl in various ways, including advertising, customer events, and networking receptions. The Operation Convergent Response team has been asked to play a prominent role at the Super Bowl by bringing our solutions to the event and showcasing them on-site as well as at an off-site innovation technology showcase. In addition to the Mobile Command Center, we'll also demonstrate our Virtual Command Center Virtual Reality experience at all of the events.

We fully expect to build on these opportunities as well as implement additional plans for 2018, such as:

- The Operation Convergent Response (#OCR2017) team and our partners are in the beginning stages of planning for the next annual event, Operation Convergent Response (#OCR2018), slated to occur in November 2018, as well as other smaller events throughout the year.
- In addition to the urban capabilities of The Guardian Center, the Operation Convergent Response team is in the process of adding a testing, research, and training facility on the rugged terrain of a large, first-responder training ranch in Texas.

Lastly, to provide a more hands-on, targeted experience for high-level customers and prospects, we are working with Verizon's customer experience team to bring the Operation Convergent Response (#OCR2017) experience to our corporate Executive Briefing Centers in the U.S. and London, U.K. Whatever the future holds, we plan to have fun while providing innovative ways to solve critical problems in a crisis environment.

Changes for #OCR2018

As with all events, not everything was perfect. As mentioned throughout this portfolio, there were a number of challenges with planning and implementing Operation Convergent Response (#OCR2017). After the event, we received after action reports from several of our partners and vendors and received guidance on a number of ways we could improve our next event. Some of these improvements and our strategies for addressing them are provided below.

Area for improvement: Presenters and tour guides need to be better prepped for the scenarios.

Strategy for change:

- Dry runs will take place no less than one month before, one week before, and two days before the event.
- Presenters and tour guides will be provided timed scripts for each scenario, which they will be required to memorize and deliver in time for the first dry run.

Area for improvement: Tours through the scenarios were too short and not consistent from tour guide to tour guide.

Strategy for change:

- Scenario time will be increased from 30 minutes to an hour to allow attendees to interact with participants and solutions as well as provide time for questions and answers.
- All staff and tour guides must be familiar with the scenario route and timing to guarantee the same experience for all attendees.

Area for improvement: The comprehensive narrative for the event and scenarios was not reinforced and developed enough throughout the event.

Strategy for change:

- We will find and tell fact-based stories that elicit a more visceral emotional response to the event, thus giving attendees a reason for listening before arriving at the scenarios. For example, we may have attendees imagine themselves in a flooded home during Hurricane Katrina and what they may do to survive.
- These emotional reasons to pay attention set the tone for discovery, and we must continue to re-iterate the importance of expanding potential use of technology into industries outside of disaster response.

Area for improvement: Due to high participation at thrill activities, there were long lines at each event.

Strategy for change:

- The staff will implement different control measures on the thrill activity stations.
- A round robin format will be implemented in which attendees will take part in the activity first, followed by first responders, then staff.

Learning Experiences

I've been involved with trade shows in some way most of my career. But I always felt that there was something missing or that there was more I should know to really be successful at supporting trade shows. I am more than grateful to Verizon colleagues who introduced me to the EXHIBITOR CTSM certification. From the moment I reviewed the curriculum and success stories from other CTSM recipients, I realized it was the education and certification I needed to fill in the gaps I felt were missing from my knowledge base.

With a schedule that is expected to be extremely hectic in 2018, it became my goal to complete all the coursework, take and pass the CTSM test, and submit my portfolio in 2017 with the goal of receiving CTSM certification within a year.

My first set of classes was at EXHIBITORLIVE in Las Vegas in March 2017. From the very beginning with Candy Adams' **Rookie Exhibitor's Quick-Start Program: Hit the Ground Running, Session 212**, course, I was hooked on the value of the CTSM training to my trade show career. In that same week, I took 13 additional classes, all of which pertained to my current projects at Verizon, which included setting a budget for my events, selecting trade shows for 2018, as well as planning and implementing Operation Convergent Response (#OCR2017).

This has proved to be the case for each set of classes I took this year both online via eTrak and at the live EXHIBITOR FASTTRAKs in Providence, RI and Chicago, IL. For example, when I took the eTrak course, **Basic Project Management and Reporting Skills, Session 40217**, I was knee-deep in project planning for Operation Convergent Response (#OCR2017), and it gave me a way to organize the project up to that point and to build a more effective plan after taking the class. And I've truly found the class, **Preparing, Developing, and Submitting a Quality CTSM Portfolio, Session 710**, extremely beneficial to preparing for and writing my portfolio. After taking that class, I was confident that I could write my portfolio and submit it in 2017.

In addition to the CTSM coursework, the live EXHIBITOR events have been a great way to meet fellow CTSM candidates, trade show colleagues, and event and trade show experts - all of whom have leant their knowledge and experience via personal chats, e-mails, networking events, publications, and more. There's always more to learn in the trade show and events industry, and being able to reach out to colleagues across this globe for advice is invaluable to me as I move forward in my career.

The CTSM journey has been a great experience for me and one of which I am extremely proud and grateful to have taken part in. Whenever I encounter people who want to enter this industry or who are working as trade show personnel without this certification, I encourage them to enter the CTSM program. This certification opportunity has given me the confidence to perform my job expertly and successfully. In fact, Operation Convergent Response (#OCR2017) and our ensuing projects have proven the coursework's ability to educate me on all aspects of trade show and event planning.

My utmost thanks and appreciation go to the EXHIBITOR team for offering the CTSM certification and to Verizon leadership for allowing me to pursue it. I will consider it a great privilege and honor when my CTSM portfolio is accepted and I become CTSM certified. I am looking forward to the opportunities afforded by CTSM certification and to collaborating with the EXHIBITOR team on future endeavors.

All the best,

Tammy McLean
Tradeshow and Events Manager
Verizon

References

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