

# big red



## CONSULTING - EVENT PLANNING

### HOW OUTSOURCED EVENT MANAGEMENT TOOK THE PRESSURE OFF A LEAN TEAM

→ A CONCISE CASE STUDY



# CSRA

Council of State Restaurant Associations

## AT A GLANCE

### CHALLENGES

- Coordinating multiple event logistics including sponsorship deliverables, registration, and on-site operations.
- Ensuring smooth execution across vendors, venue staff, and event partners.
- Managing attendee experience while keeping event logistics running seamlessly.
- Leadership needed a trusted partner who could step in quickly and ensure the event ran smoothly without disrupting staff workflows.

### BENEFITS

- Freed the Executive Director to focus on members and guests instead of logistics
- Professional management of 125 attendees, 9 sponsors, and 5 session rooms
- **\$33,000 in savings** across A/V and catering
- Seamless registration and sponsorship fulfillment from arrival to close
- Post-event documentation and bill review ensured accountability and future readiness

## OBJECTIVES

The Council of State Restaurant Associations (CSRA) was preparing for a major event and needed additional operational support to ensure the meeting ran smoothly.

With a small internal team already managing multiple responsibilities, the organization sought a partner who could quickly integrate into their planning process and **manage critical logistics leading up to the event.**

The organization had already been working with Big Red M for half a decade on partnership sales, which established a strong level of trust and collaboration. When Big Red M expanded its services to include meeting management, the Council of State Restaurant Associations saw an opportunity to extend that partnership into event support.

The primary goal was to **deliver a well-run event that met the organization's high standards** while minimizing stress on a lean internal staff. The Council of State Restaurant Associations needed a partner who could manage vendor coordination, oversee event logistics, and ensure both attendees and sponsors had a seamless experience.

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“Big Red M hit the ground running, creatively working with our budget and exhibiting strong experience and know how. Many of our attendees commented that it was our **best meeting to date**, and they had all the planning documents to back up questions we needed to address with the venue.”

**SUZANNE BOHLE**

Executive Director, CSRA

## SOLUTIONS

Big Red M provided comprehensive event management support before, during, and after the meeting.

In the pre-event phase, the team served as the primary liaison with the hotel and audiovisual vendors, reviewing room setups, confirming equipment requirements, and coordinating food and beverage needs for attendees. During this review **Big Red M was able to identify \$23,000 in cost savings for audiovisual rentals, and \$10,000 in catering savings.** Careful planning and budget conscious decisions ensured that all logistical elements aligned with the organization’s goals.

During the event, Big Red M delivered hands-on on-site support for 125 attendees and 9 partnering sponsors. This included overseeing registration setup and attendee check in, managing sponsorship deliverables such as signage and tables. Big Red M coordinated with the venue to ensure all 5 session rooms were configured correctly and given the requested A/V support. The team also supported two special receptions and one musical guest working directly with artist management and the hotel staff to maintain a smooth experience.

After the event, Big Red M continued to provide value through post event support, including reviewing the final venue bill and conducting a debrief with the Executive Director. By maintaining thorough planning documentation and addressing follow up questions, the team helped ensure clarity and accountability while positioning the organization for future event success.