

How



Contracted with the

Portland State University School of Business

to Produce a Seamless, On-Budget and Inspiring Summit

The Client

The Portland State University School of Business' Impact

Entrepreneurs provides immersive opportunities for students and community members to experience social entrepreneurship in action. With local and global partners, they develop entrepreneurial mindsets, and create an ecosystem for positive social and environmental impact. Their programs include an academic certificate, undergraduate minor, field studies and the Elevating Impact Summit.



The **Elevating Impact Summit** is a day-long event for social entrepreneurs, corporate and nonprofit professionals, impact investors, students and faculty with inspiring presentations by globally recognized innovators, a Social Innovation Pitch Fest, and social innovation awards.

The Problem

By all metrics, the Elevating Impact Summit was a successful event. Its continued growth required more management structure to continue to meet the programs' goals, but due to budgeting constraints it couldn't support FTE hiring. One full-time Program Manager and a part-time student assistant tackling all the detailed logistical planning and execution, extensive marketing, creative design, content acquisition and sponsorship solicitation and fulfillment wasn't enough.

The Solutions

Fresh Perspective Consulting worked to implement the following solutions.

Solution 1 – Fresh Perspective Consulting provided an experienced professional with the unique higher education event production experience required for this PSU School of Business flagship event. Elyse’s knowledge of venue contracts, speaker contractual fulfillment needs and marketing savvy added to her value.

Solution 2 – Fresh Perspective Consulting took on vital responsibilities that allowed Program Manager to cultivate content and paid sponsor relationships. Fresh Perspective Consulting’s unique experience in managing ticket sales platforms; volunteer registration, staffing and logistics; identifying, soliciting and managing in-kind sponsorships; exhibitor, speaker & vendor logistical communications allowed the Program Manager to explore and cultivate relationship that continue to further the larger Impact Entrepreneur initiative goals.

The Results

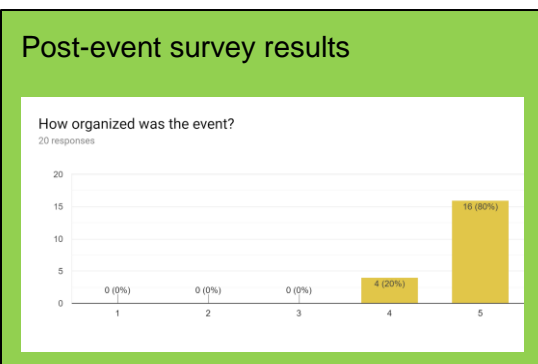
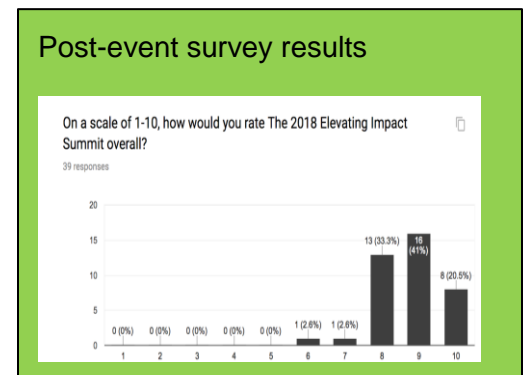
The results of this partnership helped Impact Entrepreneurs achieve their main goals:

Celebrate changemakers in a meeting place for social innovation in Portland

- 525 participants
- Seamlessly managed 8 paid sponsor, 8 in-kind sponsors, 10 community program exhibitors plus 25 volunteers and vendors as part of the energetic and celebratory event ambience

Invite new members into the social innovation space

- 75% new attendees
- Attendees from public, non-profit, education, business and student sectors
- Multiple engagement paths (Pitchfest, Changemaker Exhibit space, Impact Award, panels & keynote presentations)



"Elyse brought to the team the ability to develop high level strategy, as well as execute detailed logistics. She addresses challenges with optimism and creativity, and Elyse demonstrates sincere dedication to her work and team. She brings a depth of experience and skill to event planning, project coordination, and team management, and is a valuable asset to her colleagues. On behalf of the Portland State School of Business, I highly recommend working with Elyse and Fresh Perspective."

*Program Manager
Impact Entrepreneurs
Portland State University School of Business*

Fresh Perspective Consulting Can Help Achieve Your Events' Marketing Goals

If your organization is looking to achieve the same results as the Portland State University School of Business' Impact Entrepreneurs, contact us.

Fresh Perspective Consulting has a proven track record of helping clients design strategic, organized, well-marketed & well-executed events with a pointed follow-up plan without adding FTE to your team.

Contact us today to find out how we can increase the ROM* of your next event campaign.

(* Return on your Moment)



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