

Case Study

National Sales Meeting: Crisis Management

Project Overview

This national sales meeting for a pharmaceutical client with over 1000 participants was in the final day of operation at a resort in the mountains of Colorado.

Challenges

The evening prior to group departures an unexpected snowstorm with a snowfall of over 3 feet hit the area; the only road in and out of the resort was closed however the airport was in Denver, over 90 minutes away, and unaffected by the weather. Therefore while participant flights were operating, guests were unable to make the transfer down the mountain to the airport due to road closures. To further complicate matters, guests were staying all over the resort town in separate condominiums spread over several miles, so it was difficult for them to get to a centralized location for information and status updates.

Solution

To manage this situation, we worked with the client to form a task force and assigned team members areas of responsibility including rescheduling participant flights, working with coach companies to pull all available transportation to the area when the storm broke, obtaining guests lists and calling the participants regarding the status of the newly scheduled flights and return transportation, as well as arranging for additional meals and extending accommodations where necessary.

Once the road reopened, we staged a loading area and brought in over 20 coaches. Teams in vehicles patrolled the resort to collect participants and their luggage and sweep the buildings for stragglers and missing luggage so that we could facilitate the loading of coaches and expedite transfers to the Denver area.