



Scaling Executive Strategy Seminars Nationwide

Client Profile

- Established in 2000
- Headquartered in Plymouth Meeting, PA, with office in San Francisco, CA
- Provides business consulting services specializing in Performance Management and Measurement, as well as the leading enterprise application suite to facilitate and accelerate strategy execution
- Acquired by The Advisory Board Company in October 2012
- Meeting Planning Budget: \$50,000



Business Situation

ActiveStrategy recognized that many organizations struggle to translate strategic plans into effective execution, often resulting in missed opportunities and underperformance. To address this challenge, the company launched a series of practical, hands-on seminars designed to help executives and managers strengthen organizational performance, alignment, and accountability.



Demand for the seminars quickly exceeded expectations, prompting ActiveStrategy to expand the program to additional cities. However, with limited internal marketing capacity to manage the growing logistical complexity, the company engaged InnerLeaf Communications to support the planning and execution of the expanded seminar series.

InnerLeaf Solution

Within one year, the InnerLeaf events team successfully planned and executed six two-day executive seminars across North America, including events in Anaheim, Miami, Montreal, St. Louis, Nashville, and Norfolk.



The team conducted comprehensive venue sourcing in each market, visiting multiple locations that met the program's requirements and delivering detailed venue research and recommendations. Working closely with ActiveStrategy's Director of Marketing, InnerLeaf then coordinated all venue negotiations and logistical planning, ensuring each seminar was executed smoothly and delivered a consistent, high-quality experience for participants.



InnerLeaf Services Provided

- Venue Research & Selection
- Menu Selection
- Audio Visual Rentals
- Event Materials Production
- Audience Generation
- Attendee Registration
- Onsite Event Execution

Impact Achieved

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