

# Creative + Seamless x Fun<sup>2</sup> = Successful Team Bonding

## Event Marketing

### Case Study

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It's important for organizations to take the time to celebrate milestones, collective successes and big wins, and Taylor Johnson is proud to work with its clients on events that do all of this and more. TJ client Baird & Warner, Illinois' largest family-owned independent real estate services company, is one of our many clients who regularly support and reward team members with memorable social gatherings, both large and small.

After years of managing its events internally, Baird & Warner decided to try something new in 2017 and asked us to plan and execute its highly anticipated all-company event: One Co., an annual event that brings together independent contractors, employees and leaders from Baird & Warner and its two additional business units, Baird & Warner Title and Key Mortgage.

Taking a cue from "It's Easier at Baird & Warner" marketing materials, we suggested a "Speakeasy" theme for the event and a new venue – The Bridgeport Arts Center. This marked the first time in years the company had a theme for the event and guests loved both dressing up in costumes and the vibe of the new city venue. Based on its success, we were asked to continue planning the event, selecting another dress-up theme, "Disco Inferno", for 2018. And in 2019, we chose the theme of "One Singular Sensation" to focus on the connection of all three business units and selected a new venue, The Geraghty, for which we coordinated all catering, décor, florals and music. And because logistics is our event jam, we arranged motor coach transportation for the almost 1,000 guests from all over Chicagoland. Easy, peasy.

But it's not just on big Baird & Warner events where we help the firm shine with its team – we also coordinate many of its smaller and mid-sized events.

These include January kick-off leadership summits for 150 guests; elegant recognition dinners for elite groups of 50; VIP breakfasts for the top 1% of brokers; and spring and fall training and speaker events for 250 - 650 guests. TJ sources the venues, works on logistics, food, décor and parking, plus works with Baird's A/V team to assure seamless presentations. TJ has also coordinated myriad smaller events for Baird, from retirement parties and boat excursions, to "Spa in Your Space" events for individual offices.

Over the years, it's become clear that TJ understands what Baird & Warner wants to accomplish with its events, whether it's a cocktail party for 30 people or a blow-out celebration with 1,000 guests. The close-knit firm wants to celebrate, reward and unite its people. Feedback on Baird's TJ-planned events is overwhelmingly positive, with attendees remarking on the fun and celebratory nature of the gatherings and how the events make them feel appreciated, valued and committed to success – everything the client hoped to achieve.

