

# Seamless Event Management that Drives Lasting Impact

## The Foundation For Sickle Cell Disease Research (FSCDR)

plays a pivotal role in bringing together physicians, researchers, and patients to discuss the latest advancements in sickle cell disease research. Their annual conference and tradeshow are crucial events that foster collaboration, education, and innovation in this field. As FSCDR sought to grow their event to reach a larger audience and generate more impact, they realized that their internal resources were not sufficient to manage the increasing complexity. They needed a partner who could not only handle the management of the event but also help them grow.



## THE CHALLENGE

FSCDR partnered with SB to elevate the quality and effectiveness of their conference.

Before SB's involvement, FSCDR managed most aspects of their annual conference internally. While their efforts were commendable, the complexity of organizing such a large event necessitated a more professional approach to streamline operations, increase revenue, and ensure a seamless experience for all participants, including attendees, speakers, volunteers and sponsors. FSCDR needed a partner that could manage every aspect of the event, from registration to speaker management to meeting logistics to tradeshow sales.

## OUR STRATEGY

### SB's Comprehensive Solution

SB stepped in to professionalize the overall management of FSCDR's annual conference and tradeshow. Here's how

"Working with SB Expos & Events made me realize how great this event could be!"

— Kyla Thorpe-Brissett, FSCDR Vice President & Chief Operating Officer

SB made a difference:

- 1. Operational Excellence:** SB established clear operating timelines and workflow processes for all departments involved in the event, including sales, logistics, operations, technical services, registration, and speaker coordination. This structured approach ensured that every aspect of the event was managed efficiently, reducing the risk of errors and last-minute challenges. A dedicated project manager also ensured all stakeholders followed the timeline!
- 2. Financial Management:** A comprehensive budget was established to identify, organize, track, and pay financials – on both the revenue and expenses side. This not only provided transparency in financial management but also allowed FSCDR to allocate resources more effectively.

# Seamless Event Management that Drives Lasting Impact

- 3. Revenue Generation:** SB created an innovative sponsorship and exhibitor prospectus and then actively sold the opportunities to a wide range of potential partners. With targeted sales and a centralized portal dedicated to exhibitors and sponsors, SB significantly increased revenue from a diverse range of companies.
- 4. Dedicated Customer Service Support:** SB provided dedicated customer service for exhibitors, attendees, speakers, and event partners/vendors. This personalized approach ensured that all stakeholders had a direct line of communication, enhancing their experience and satisfaction with the event.

**Contact Us** ▶

## LET'S CONNECT

Learn how SB Expos & Events can transform your association event's registration experience, from event technology strategy to registration form design to onsite management. Visit [discoversb.com](https://discoversb.com) or reach out to us at [sales@discoversb.com](mailto:sales@discoversb.com).

We ♥ Associations.

## OUR RESULTS

By taking over the full management of FSCDR's annual conference and tradeshow, SB not only improved the operational efficiency and financial outcomes of the event but also strengthened FSCDR's ability to further its mission. SB's expertise in event management and revenue generation perfectly aligns with its brand promise, demonstrating how professional management can create non-dues revenue that supports an association's core mission. The partnership between FSCDR and SB is a testament to the value that SB brings to the table, turning challenges into opportunities for growth and impact.