



CASE STUDY

SolomonCoyle

Providing a customized touchpoint to virtual event attendees

With their bi-annual peer group meeting shifting to virtual, Solomon Coyle needed a way to fill the void of their usual meeting offerings for their attending associations

INDUSTRY:

Office Furniture
Consulting

USE CASE:

Virtual events

NO. OF ATTENDEES:

575

Takeaways

1

Solomon Coyle needed to provide their attendees with at-home hospitality for their virtual events

2

SnackMagic's simple interface, attentive customer service, and user-friendly Treats Dashboard portal hits all the marks for a hospitality element at their virtual event

3

Each box was customized with Solomon Coyle branding that further personalized the experience and Thank You notes came pouring in from recipients who enjoyed the selection process



How it Began

“We are a consulting firm in the office furniture industry, and we manage small trade associations of office furniture dealers,” explained Solomon Coyle consultant, Sheri Winter. “We have eight of these small associations who typically meet twice a year in person for peer group meetings.” The event ran throughout the month of October, with a total of 575 attendees. The longevity and scale of the event required centralized management and attentive service, both qualities that SnackMagic provides.



“This year because of the pandemic, we needed to move to a virtual meeting format, and when I was researching what we could do for our event to kind of add some sort of hospitality food and beverage element, I came across SnackMagic,”

-Sheri, Solomon Coyle

The Outcome of the Partnership

The event was a huge success with the help of SnackMagic's simple interface, attentive customer service, and user-friendly Treats Dashboard. On the planner's side, having the flexibility to include almost any branded item in the box makes the gifting process even more personal.

"The thing I liked best was that we had the ability to customize each box so we could include our branding and make it seem like our attendees really were a part of the event. I also liked that people could choose their own items," said Sheri. "Each attendee got a slightly different box that had the agenda for their specific conference activities in it, a Thank You sheet with the sponsor logos who sponsored their specific event, and a book from one of our keynote speakers. Plus, we had a cool custom sticker on each box, so it was really nice that we were able to have that flexibility to customize the box for each group."





The Outcome of the Partnership (cont.)

SnackMagic's unique approach to custom orders is based on our constant strive to collaborate with customers in a one-on-one manner. As a small start-up, attention to details that are often overlooked by larger companies is a characteristic that we pride ourselves on.

“The best part of this experience was working with the SnackMagic team. I know that our event was a little unusual since there were actually eight events happening at the same time and we had some specific requests, but everyone I interacted with was very customer service oriented; very helpful and professional. I really can't say enough about how great the team was to work with,” said Sheri. “Everyone received their boxes in a very timely manner, so it was smooth and easy from a planner's perspective.”

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