



Primera Engineers, Ltd. – 3rd Place – Holiday

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Objective

Understanding the significance of this achievement and the positive impact it would have on employee morale motivated the Marketing + Communications team to look at new ways to recognize and celebrate our employees and their contributions toward our 30-year history with a limited budget.

Research, Planning, and Implementation:

The team came up with the idea to repurpose our annual end-of-year employee meeting and holiday party, which already had an approved budget, and turn it into a 30th anniversary celebration by incorporating our 30th year theme throughout.

- The team kicked off planning the event by attending the Hospitality Fest in Summer 2017 – one of the largest gatherings for corporate meeting and event planners in the Chicagoland area.
- It was through this event that we discovered the option to host large-scale meetings and events at Willis Tower, conveniently located just across the street from Primera’s headquarters – and known as the most iconic landmark in Chicago – we felt it was the perfect location
- The rest of the planning included brainstorming ideas that would ensure attendees felt appreciated for their role in the company’s 30-year history while providing a fun and engaging time with a classic Chicago feel.

Results:

- By repurposing the funds already allocated to Primera’s annual end-of-year meeting and holiday party, the team executed an impressive 30th anniversary celebration where employees felt their contributions to the firm were appreciated.
- The overall feedback received was positive in that attendees felt the event was “fancy” and probably very “expensive” when compared to our other end-of-year meetings and holiday parties.

Judges’ Comments:

“Simple, well done celebration/promotion and use of logo graphics in creating hype. Excellent implementation!

“This is such a terrific complement of the overall 30-year celebration (top notch) and the party looks like a huge success. Great creative ideas on the party favors to fine tune your yearlong marketing effort to celebrate 30 years and new owners!”

Prize:

- 3rd Place - \$100 SMPS Bucks, SMPS EMAs Certificate
- All winners will receive letters of recognition sent to their superior and recognition on SMPS Chicago’s web site and social media platforms