



BNP reduces chaos and stress

Vertabase® Pro keeps projects on-time and on-budget ■

Case Study

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Breakfast Network Productions, Inc. (BNP) creates, plans and produces 20 meeting based events per month for over 300 executives in New York City. Every aspect of each event is carefully planned and managed. The CEO, Edmund Bogen, and his staff are responsible for executing every detail. They exclusively handle all aspects of group management and facilitation including: scheduling, catering, securing venues, e-mail notification and follow-up, contracts, billing, book-keeping and client, member and guest relations.

Challenge

Each event was a new challenge full of potential pitfalls and unknown factors. There was no systematic way of creating, planning and executing. Everything was managed through sheer will-power, constant follow-up and hands-on micromanaging. This created a lot of stress. "Confusion was all around us," said Bogen.

They had tried getting-by using their contact management software to do project management. But it just didn't work.

Solution

Implement Vertabase Pro to plan and execute all aspects of each event. Every event is its own project with each detail of the event a separate task. Schedule meetings, secure venues, order meals, negotiate contracts, follow-up with members, etc. Responsibilities for completing each task are clearly assigned among the staff. On-going status of every event is available anytime, from anywhere.

Results

"I used to spend a lot of time worrying and micromanaging to make sure everything was complete and done to my level of expectation," explained Bogen. "Now, with Vertabase Pro, human error is cut to 0% because Vertabase is predictable. I worry a lot less."

If breakfast is ordered for an event it appears as ordered, task complete. If it is not ordered Bogen knows who to hold accountable and how to begin taking care of the problem. "My staff could not produce our events without it," he explained.

"Our projects are completed on time and as planned, with a lot less chaos and concern."

"Our projects are completed on time and as planned, with a lot less chaos and concern" said Bogen. "I thank Vertabase Pro from the bottom of my heart."

This document is for informational purposes only and is subject to change. The following contains an actual customer case study. Your results may vary.