RUSH IT Services

IT Event Management

[**CASE STUDY**]



Behind a Seamless Sales Kickoff

How RUSH manages the technology and production behind Electro Rent's annual Sales Kickoff so the internal team can focus on its people, content, strategy, and business priorities.

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Takeaways

- One team takes responsibility for the technology and production behind a complex, two-day Sales Kickoff, eliminating the need for Electro Rent to coordinate multiple resources.
- Months of planning and preparation help RUSH keep last-minute changes and technical issues from disrupting the event or pulling the Electro Rent team away from the meeting.
- Electro Rent's team stays focused on the meeting, its people, and the business—not managing presentations, technology, and production issues.

Overview

Each year, Electro Rent brings together its Americas sales organization for a two-day Sales Kickoff to recognize performance, align around priorities, and prepare for the year ahead.

- Two days of meetings, presentations, breakout sessions, awards, and networking
- Around 100 attendees and 15 presenters
- Seven breakout rooms, each with a 65-inch display and laptop for presentations
- Three laptops supporting presentations in the main general session

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- Two 16 × 9-foot screens and two projectors supporting the main general session, along with a full audio board and video-switching system
- About 14 hours of recorded content during two days, including the awards ceremony
- Approximately 150 networking-event attendees, including around 100 Electro Rent and RUSH employees and 50 OEM and partner attendees
- Four RUSH team members onsite throughout the event:
    - » Two Event Leads managing audio and video in the general session, one camera operator, and one floating technician supporting breakout rooms and responding to changes or technical issues
    - » One additional RUSH warehouse technician supporting setup, teardown, and equipment pack-up before and after the event.

For employees, it is a chance to hear directly from leaders and colleagues across the organization and start the year with a common understanding of the company's direction. For the event team, making those two days successful takes months of planning.

RUSH takes ownership of the technology and production environment, giving Electro Rent one major part of the event it does not have to manage internally.

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Challenge

By the time the Sales Kickoff begins, Electro Rent's internal team has already spent months building the agenda, coordinating presenters, working with the hotel, arranging meals, creating awards, planning meetings, and managing the many other details involved in bringing a large part of the organization together.

At the same time, the production has to support everything happening across the event. Different rooms and session formats have different requirements. Presentations and videos have to be ready when speakers take the stage. Content continues to change. Some sessions need to be recorded. Equipment has to be sourced, configured, delivered, installed, and tested.



And live events rarely follow the original plan exactly.

A presenter updates a deck. A session runs long. A room needs to change. Equipment fails. A request nobody anticipated weeks earlier can suddenly require an answer in minutes.

The challenge is not simply providing AV equipment. It is having one accountable production partner who can plan, manage, adapt, and solve problems across the entire event.

Solution

RUSH starts with what Electro Rent needs the event to accomplish, then designs the technology and production plan around that outcome.

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Preparing for the Unexpected

Preparation matters most when plans change.

At one Sales Kickoff, a primary projector failed. RUSH had a spare ready, replaced the projector, and brought in another spare to maintain backup coverage. For employees in the room, the problem went unnoticed.

At another Sales Kickoff, RUSH learned 15 minutes before a session that a planned presentation was becoming a live Q&A—and Electro Rent wanted it recorded.

An additional microphone was already wired, and the production setup could accommodate changes quickly. With the original camera support no longer onsite, RUSH reassigned available people and equipment to capture the session.

Fifteen minutes later, the Q&A began, the conversation was recorded, and the Electro Rent team remained focused on the meeting.

The change happened in 15 minutes. The ability to make it happen had been built over the prior months.

That understanding helps RUSH identify risks earlier, improve room and staging decisions, reduce last-minute problems, and give Electro Rent practical alternatives before issues affect the meeting.

A room layout that works on paper, for example, may create poor sightlines once the stage and screens are installed. Identifying those issues in advance means fewer last-minute production decisions for Electro Rent to manage onsite.

George Acris, Vice President, Marketing at Electro Rent, describes the difference this way:

> ***"They don't bring the problems to you. They come with solutions."***
>
> *— George Acris, Vice President, Marketing, Electro Rent*

Much of the work happens long before employees enter the venue.

RUSH identifies and sources the production equipment, manages logistics, and pre-stages and configures equipment where possible. Equipment is packed around the order in which it will be needed, helping streamline setup once the team arrives.

Presentation management begins in advance as well. With 15 presenters, files arrive and continue to change as the event approaches. RUSH loads and checks presentations, manages updated versions, and tests video and audio before they reach the audience.

The team also develops a technical run of show—a detailed timeline that maps the meeting agenda to the technology, content, and production requirements for each session. It is reviewed throughout the Sales Kickoff so changes can be incorporated as the meeting evolves.

Four RUSH team members arrive the day before the meeting to set up and test the main meeting space and seven breakout rooms, configure AV equipment, verify presentations and other content, and make sure presenters' laptops work with the production setup.

The same team remains onsite during both event days, running presentations and media, supporting presenters, managing recordings and room transitions, coordinating technical requirements with the venue, and responding as the meeting evolves.

For Electro Rent, that means one accountable team owns event technology and production from planning through execution, allowing the internal team to stay focused on the meeting, its people, and the business.

Results

That is ultimately what Electro Rent gets from RUSH: one team taking responsibility for the production side of the event, from planning through the final session.

Plans can change. Equipment can fail. The difference is that those moments do not automatically become Electro Rent's problem to solve.

Presenters can focus on presenting. Employees can focus on the meeting. And the people responsible for the Sales Kickoff can spend their time on the content, conversations, people, and business that brought everyone together in the first place.

For George Acris, that is the larger benefit:

"They're a source of confidence and a way of freeing yourself from the production side so you can focus on everything else."

— George Acris, Vice President, Marketing, Electro Rent



About RUSH

RUSH helps organizations deploy, manage, secure, support, and recover technology without adding unnecessary work for internal teams.

RUSH provides flexible technology services across the entire lifecycle, from device provisioning and configuration to logistics, security, support, asset recovery, and disposition. Whether deploying hundreds of devices, supporting a temporary initiative, or managing retired assets, we help simplify the entire technology lifecycle.

Organizations across staffing, professional services, legal, education, events, and other industries rely on RUSH to keep technology ready, secure, and accounted for.

With nationwide capabilities and decades of experience, RUSH combines technology, logistics, and lifecycle services with flexible access to rental, new, and certified pre-owned equipment.

Technology ready when you need it. Support across the entire lifecycle.

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