

# Kara Hoover

Marketing & Events Professional

Portfolio of Work



Press Ganey | Forsta



# Responsibilities

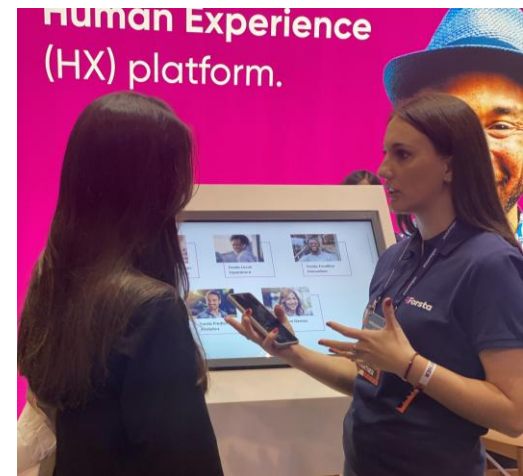
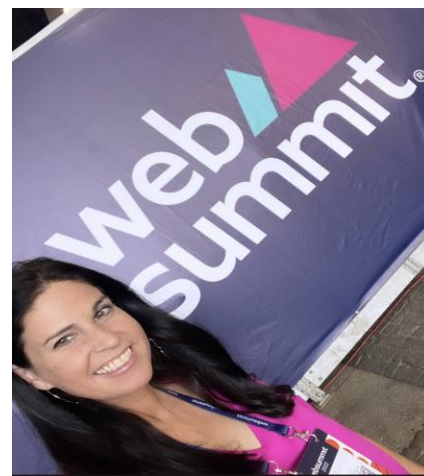
- Holistic planning and execution of 20-40 yearly global events including: trade show exhibitions, keynote addresses, event sponsorship, private dinners, 2K attendee annual client conference, national sales meeting, proprietary client summits with events budget of over \$2M
- Determined event priorities and aligned with C-Suite Executives on event objectives and deliverables
- Managed competing company priorities across all business segments to meet sales targets through lead generation events
- Successfully tracked/reported lead generation and ROI for each event via Salesforce Campaigns
- Established strategic operations protocol for Press Ganey industry events
- Led extensive project to design/build modular booth collection
- Trained and mentored three direct reports and three contracted event partner professionals
- Managed vendor relations, financials and large event construction/deliverables of General Services Contractors in US and Europe

Putting  
Human Experience  
at the heart  
of healthcare.



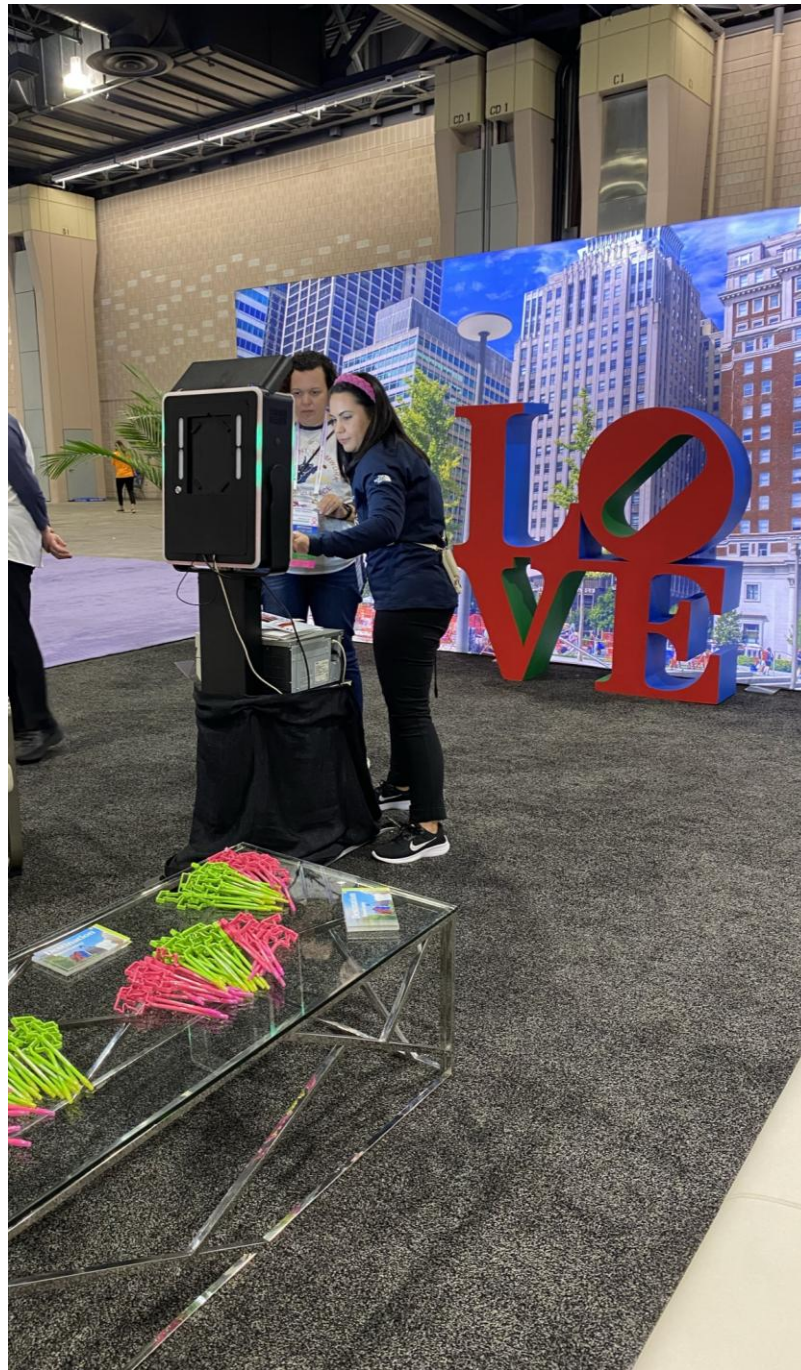
# Global Trade Show Exhibits:

Booth design/construction in partnership with General Services Contractor, booth materials logistics, holistic booth staff management, collateral and promotional items, event sponsorship deliverables, contract execution, content curation, social media coverage, onsite media interviews, post-event performance and ROI analysis









 Press Ganey







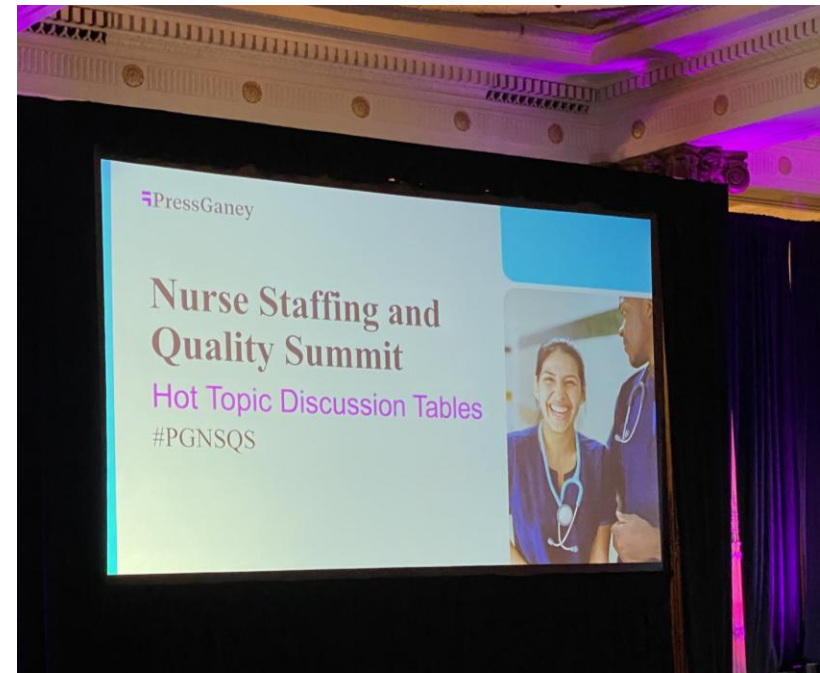
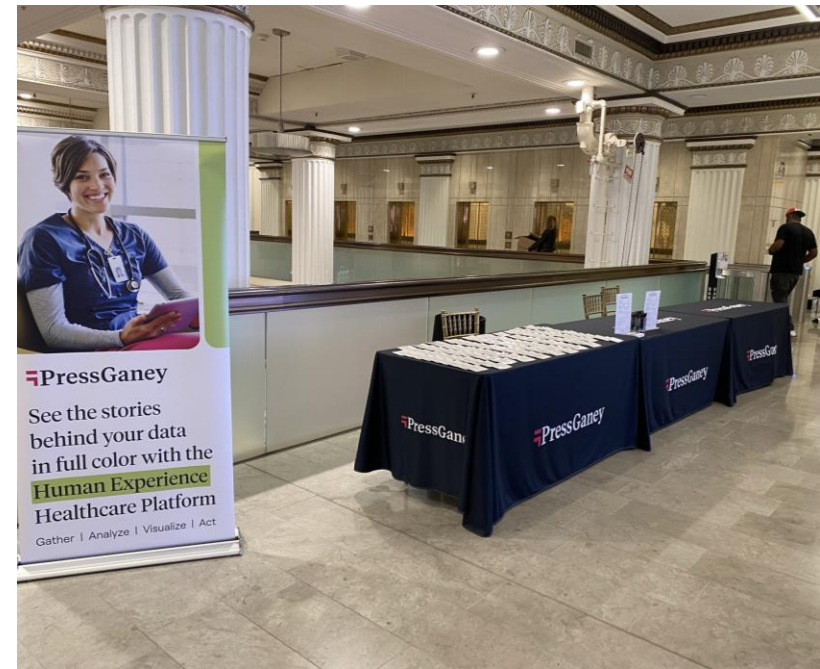
# Client Summits:

Venue sourcing, F&B, AV, collateral/signage, attendee communications, content management, onsite transportation, post-event performance and ROI analysis









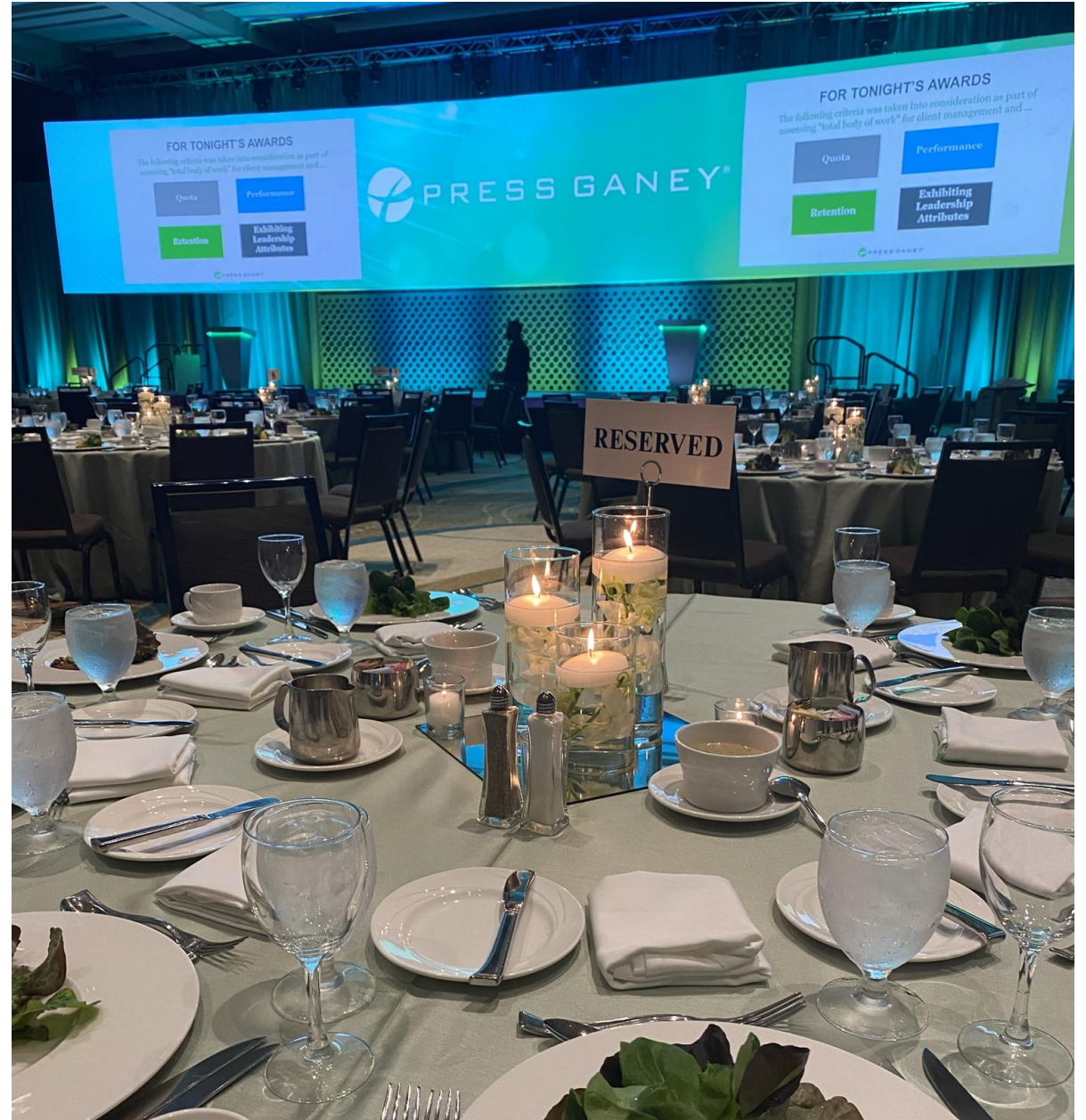
 PressGaney

# National Sales Meetings:

Venue sourcing, F&B, AV, collateral/signage, attendee management, content management, program run-of-show, onsite execution, team building excursions, entertainment, branded promotional items







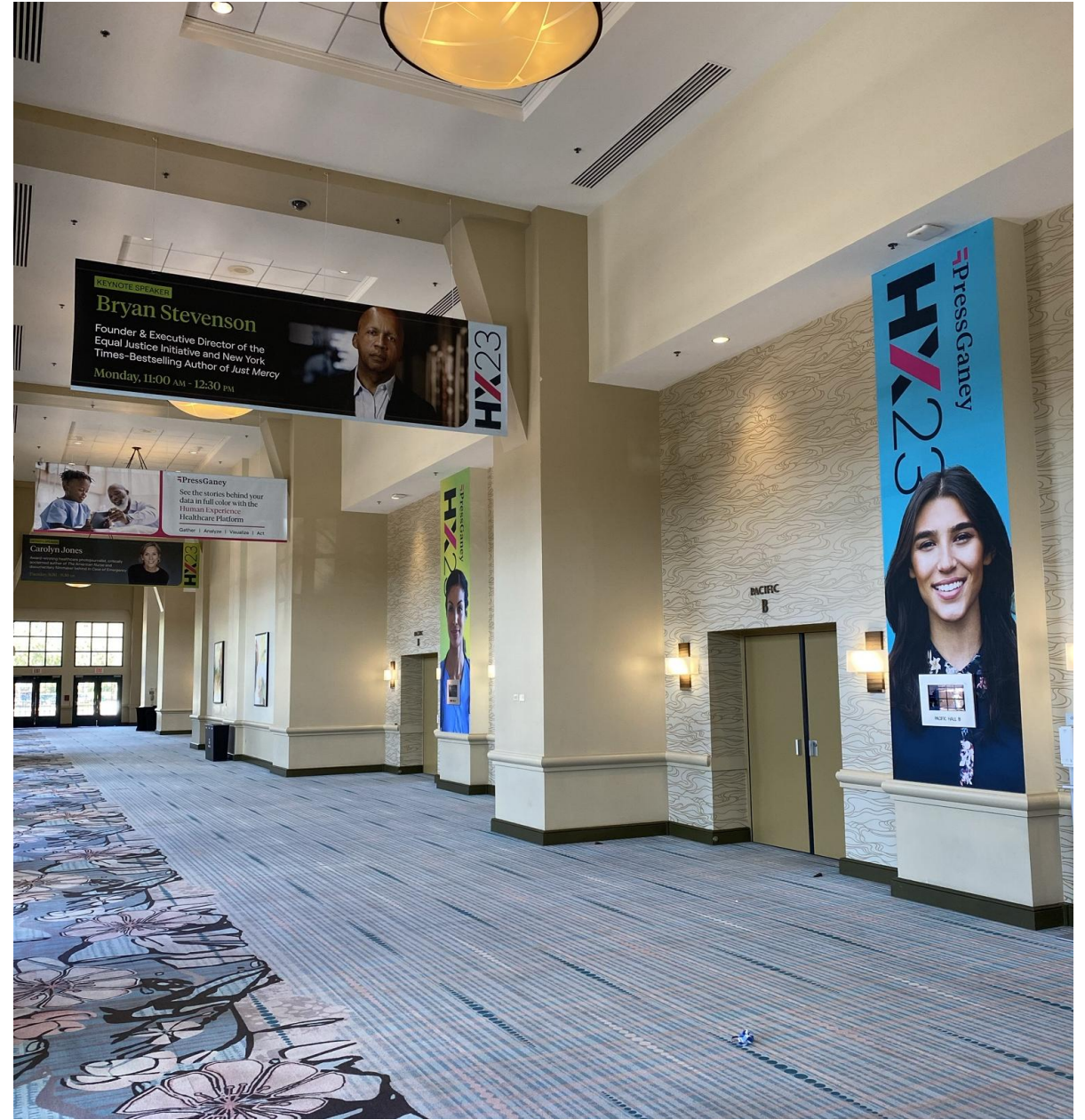
# Private Client Dinners:

Venue sourcing, menu selection, AV,  
transportation, attendee communications



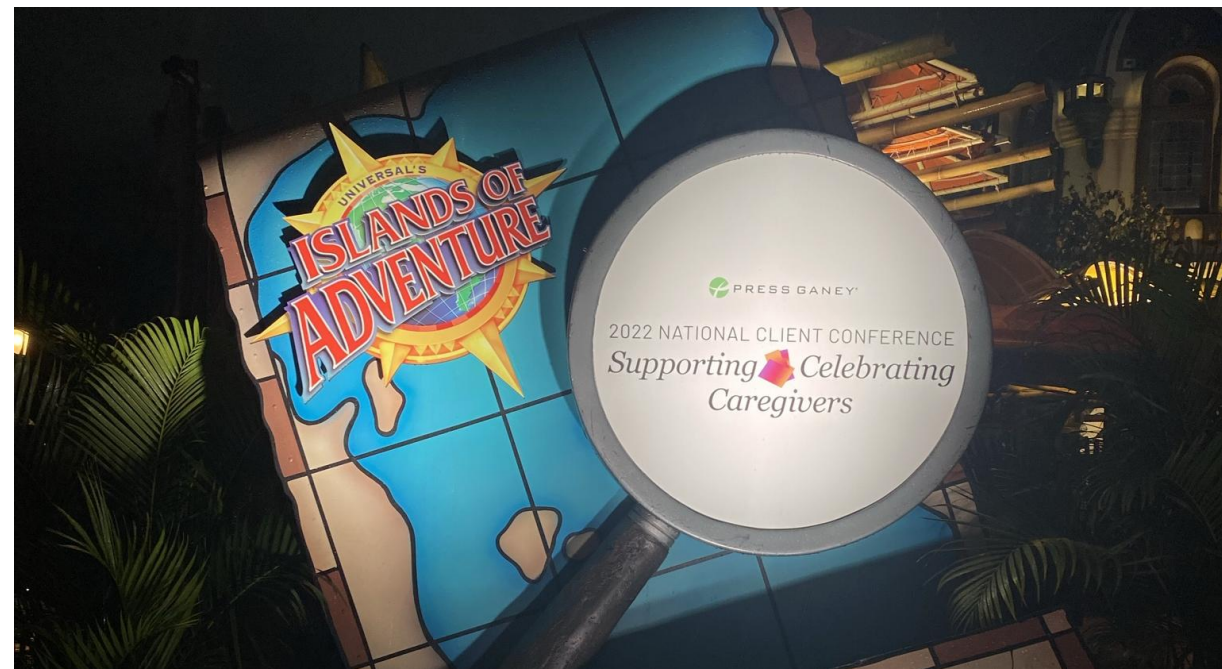
# Press Ganey Client Conference: 2K+ Attendees

Venue sourcing, F&B, AV, collateral/signage, attendee management, content management, program run-of-show, onsite execution, entertainment/excursions, branded promotional items, solutions showcase space designed/constructed in partnership with General Services Contractor, 67 ancillary client receptions, post-event attendee follow-up and performance tracking









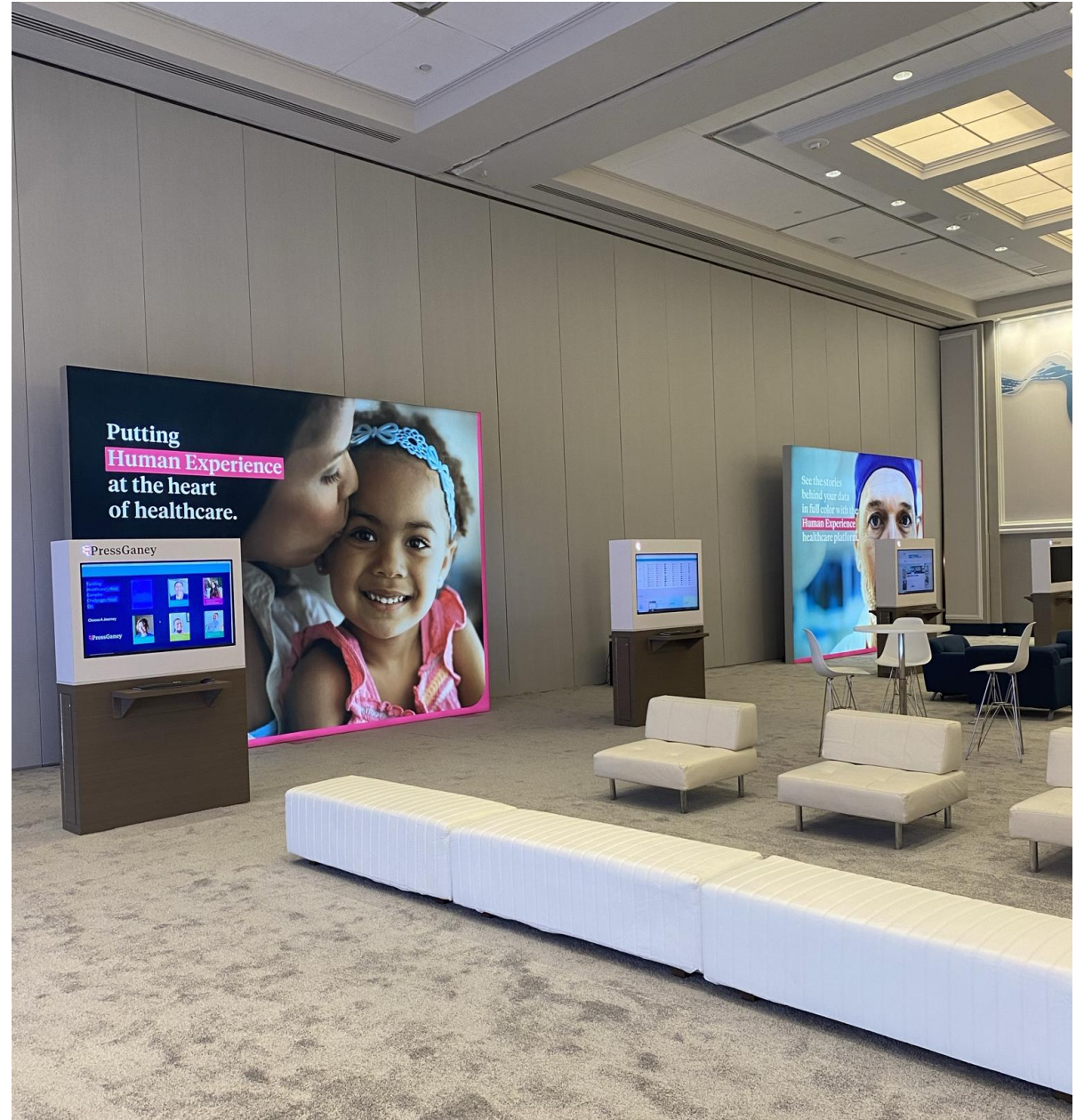




# Sheryl Crow

Nine-Time Grammy Award Recipient and American Music Icon

PRESS GANEY



# Event Promotional Collateral & Giveaways

Image/item selection, copy writing



# Destination PressGaney

Orlando, FL

**PressGaney**

**Thank you for stopping by to visit with our Press Ganey team.**

We are here this week to share how you can see the stories behind your data in full color with our Human Experience Healthcare Platform. Our HX platform allows you to **Gather Voices | Analyze Data | Visualize Insights | Act Quickly.**

Take a tour of our **solutions!**



*We are thrilled you've joined us in Orlando!*  
- Press Ganey



# Destination PressGaney

Take a tour of our **solutions!**



## Destination Press Ganey: Orlando

- Postcard
- Booth Resources Sign
- Social Media Tile

**PG** Press Ganey  
39,646 followers  
1w · 🌐

Are you attending the 2022 **IHI** Forum?

Be sure to stop by Destination Press Ganey to learn about our **#HX** Healthcare Platform!

**PressGaney**

## IHI Forum 2022

📍 Orlando World Center Marriott  
8701 World Center Drive, Orlando, FL  
December 4-7, 2022

Stop by **Press Ganey Booth #412**



# Destination PressGaney

**PressGaney**

**We're thrilled you've joined us in Philadelphia!**

We invite you to visit us at the Press Ganey booth #1723 and our Destination Philadelphia Press Ganey Lounge at #1760 to take a moment to relax, take a photo of your adventure here and celebrate your commitment to nursing excellence.

Take a tour of our solutions!

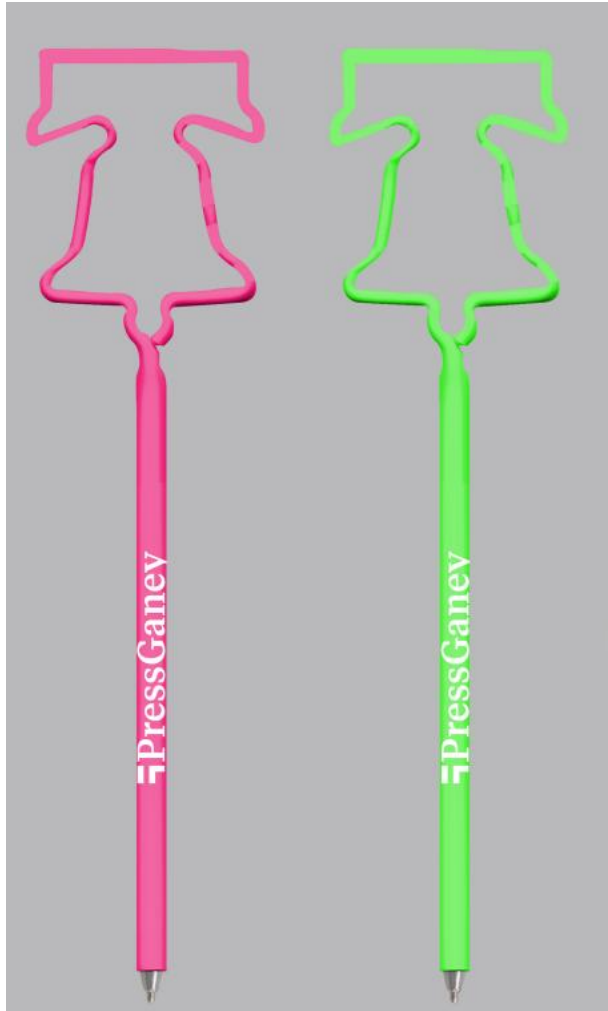


**Cover photo:** \_\_\_\_\_

**Love Sculpture** \_\_\_\_\_

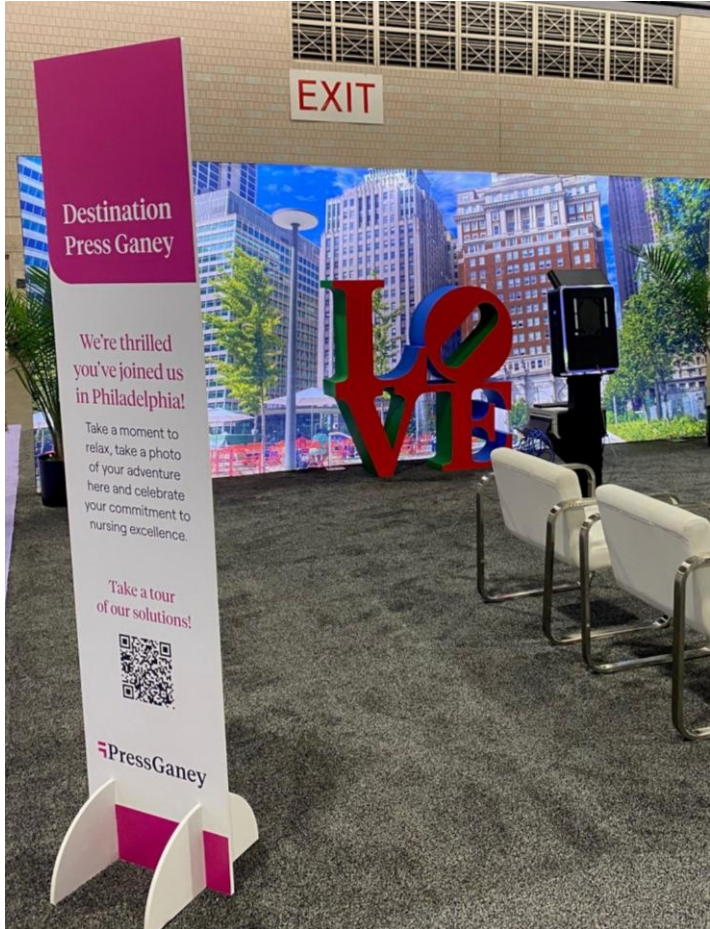
N 15th St & John F Kennedy Blvd \_\_\_\_\_

Philadelphia, PA 19102 \_\_\_\_\_



## Destination Press Ganey: Philadelphia

- Postcard
- Branded Liberty Bell Pen
- Destination Press Ganey Photo Lounge





Las Vegas, NV

# Destination PressGaney

## Destination Press Ganey: Las Vegas

- Postcard
- Booth Resources Sign
- Social Media Tile



## Take a tour of our solutions!



a PG Forsta company

## PressGaney

Thank you for stopping by to visit with our Press Ganey team.

We are here this week to share how you can see the stories behind your data in full color with our Human Experience Healthcare Platform. Our HX platform allows you to **Gather Voices | Analyze Data | Visualize Insights | Act Quickly.**

a PG Forsta company

Take a tour of our solutions!



*We are thrilled you've joined us in Las Vegas!*  
— Press Ganey



# Destination

PressGaney

San Diego, CA

PressGaney

Thank you for stopping by to visit with our Press Ganey team.

We are here this week to share how you can see the stories behind your data in full color with our Human Experience Healthcare Platform. Our HX platform allows you to **Gather Voices | Analyze Data | Visualize Insights | Act Quickly.**

Take a tour of our solutions!



*We are thrilled you've joined us in San Diego!*

*- Press Ganey*

# Destination

PressGaney



Take a tour of our solutions!



PressGaney



## Destination Press Ganey: San Diego

- Postcard
- Booth Resources Sign
- Social Media Tile
- Branded Sailboat Pen

Press Ganey  
39,646 followers  
1d · 🌐

We are excited to be attending the 13th Annual **RISE** Star Ratings Master Class in San Diego, CA!

Be sure to stop by the Press Ganey booth to learn more about our **#HX** healthcare platform.

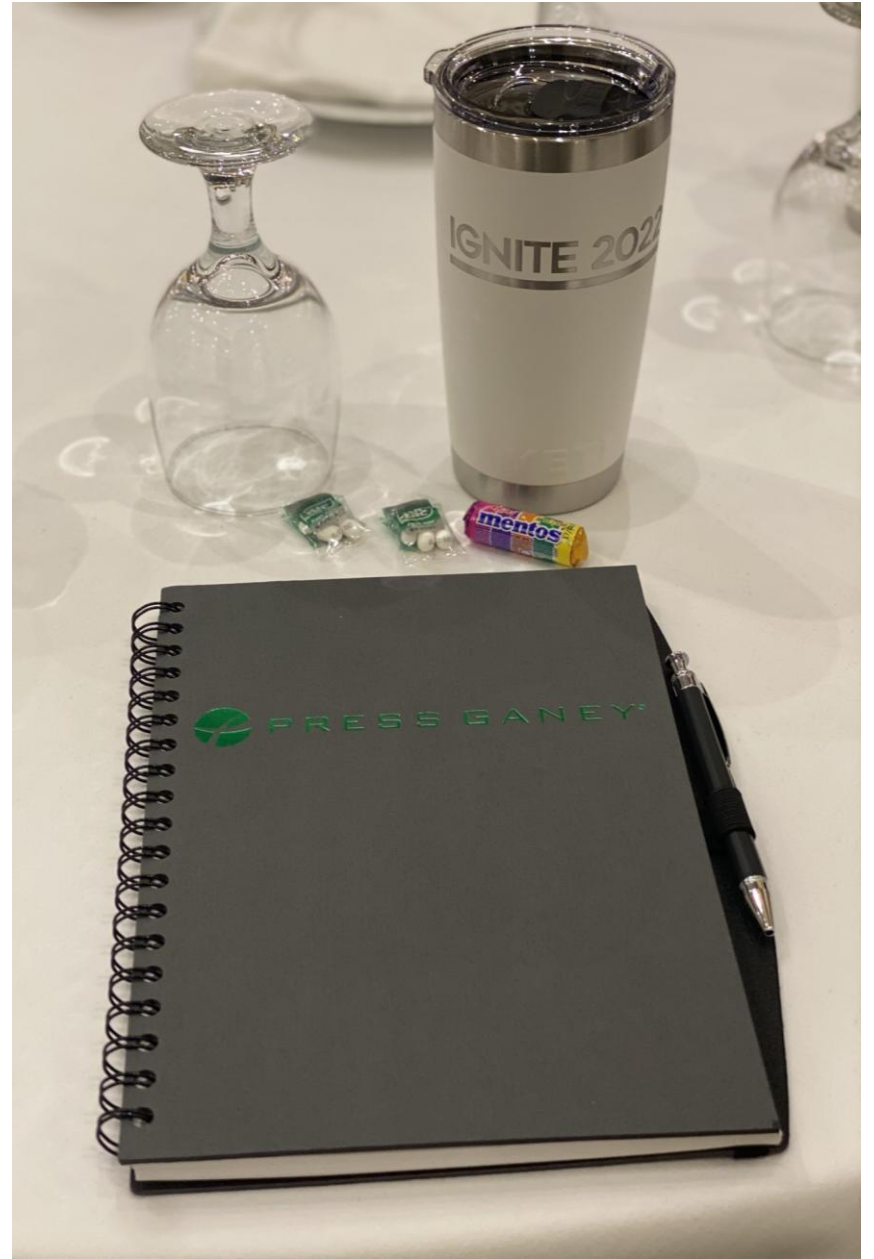
PressGaney

## Rise Star Ratings Master Class

InterContinental San Diego  
December 13-15, 2022

Be sure to stop by the **Press Ganey Booth!**





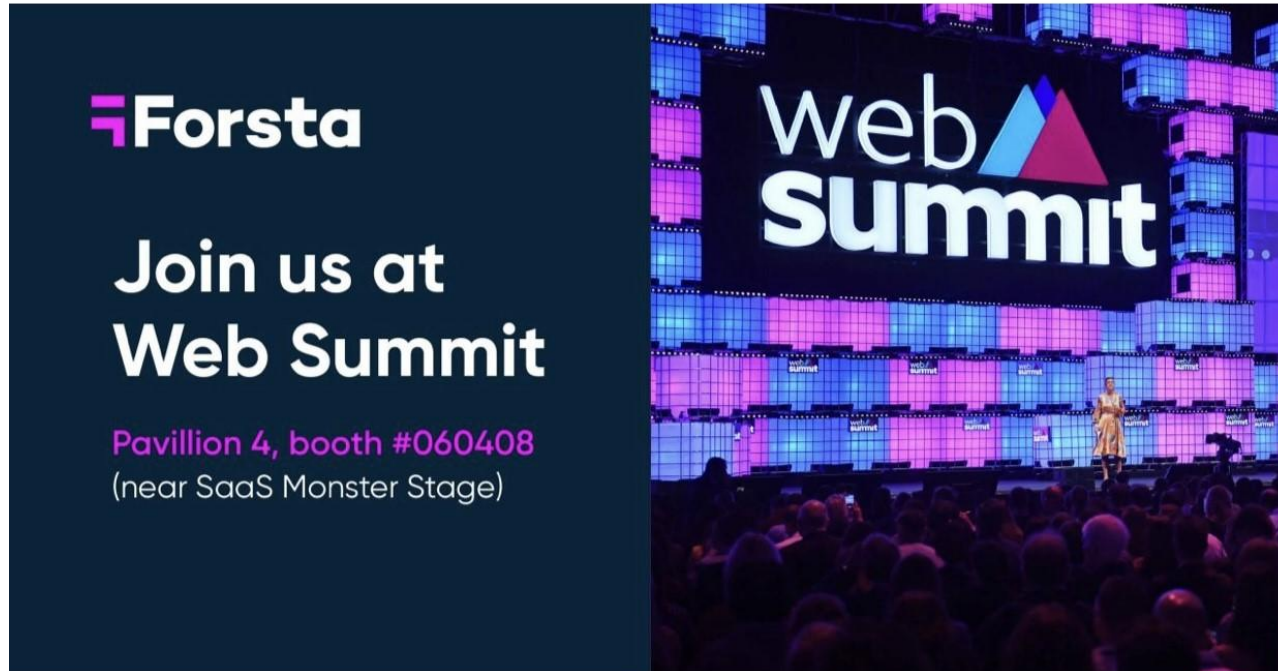
# Social Media Promotion

**Forsta**  
23,197 followers  
11mo · Edited · 🌐



The Forsta team will be on the road next month, heading to **Web Summit 2022**! If you're attending, be sure to swing by our booth (#060408 @ pavilion 4) and say hello 🙌

**#WebSummit #TechEvents #Forsta**



**Forsta**  
23,197 followers  
10mo · 🌐



We're extremely excited to be part of **Web Summit 2022**. If you spot the Forsta gang, be sure to say hello. You can't miss us!

**#WebSummit2022 #WebSummit #HumanExperience #HX #Storytelling #CX #CustomerExperience #tech #insights**



👍❤️🌱 244

5 comments · 13 reposts

**PG** Press Ganey  
46,701 followers  
6mo • 🌐

Way to kick off #HX23! Our keynote speaker, Bryan Stevenson, left everyone SPEECHLESS! What was everyone's favorite Bryan quote...we have too many to count! 🙌



Press Ganey  
**HX23**  
FEB 6-8, 2023 | ORLANDO, FL

Press Ganey's first  
**Human Experience (HX) Conference**

“Sometimes the way we reduce suffering and create a complete human experience is we get proximate to those who are beaten down, excluded, or lost their way. We reaffirm their humanity and dignity. It is not enough to just be present. It is not enough to just understand the data. We must act on the data in ways that are tangible and felt.”

**Bryan Stevenson**  
Keynote Speaker, Equal Justice Initiative



PG Forsta company

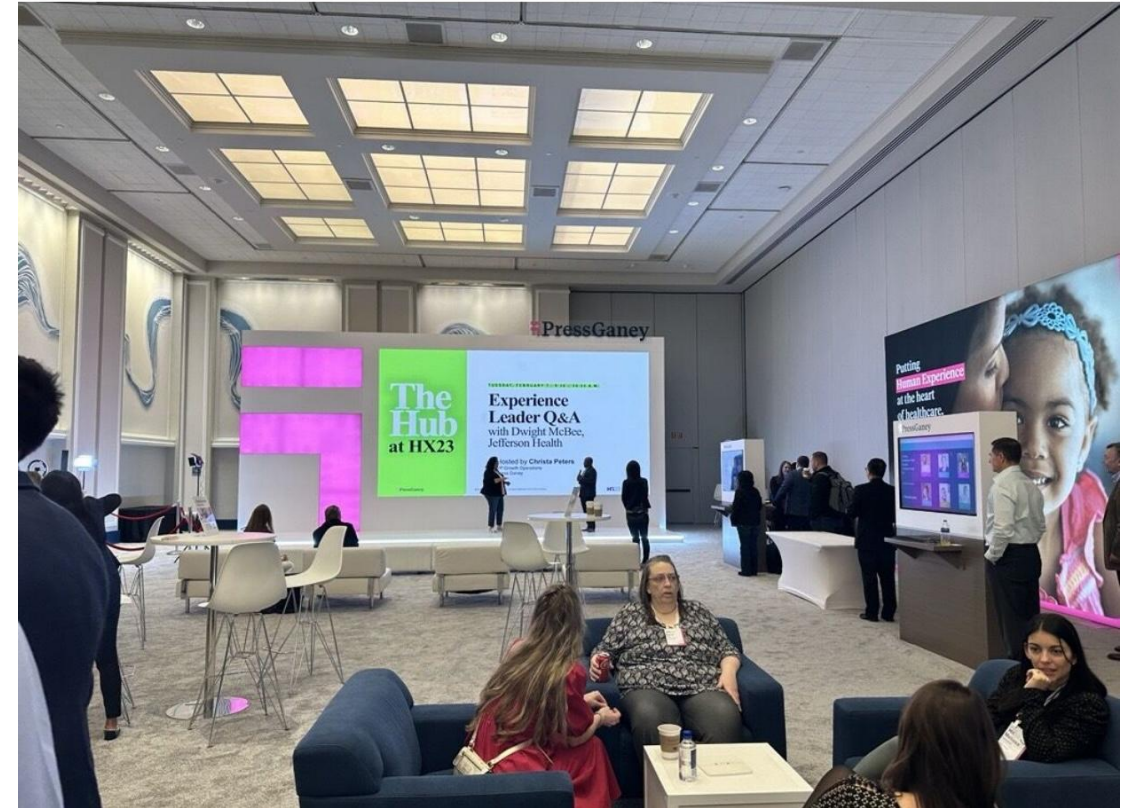
👍👏❤️ 136

7 comments • 12 reposts

**PG** Press Ganey  
46,701 followers  
6mo • 🌐

Experience Leader Q&A in The Hub with [Dwight W. McBee](#) from [Thomas Jefferson University Hospitals](#)!

“Once you get a few PX leaders in a room, magic happens.”  
#HX23





**Press Ganey**

46,701 followers

5mo • Edited • 🌐



Come and join **The Beryl Institute** ELEVATE PX 2023 from March 27-29!

We're excited to host two informative sessions during the event:



A breakout session on Monday afternoon



A lunch and learn session scheduled for Tuesday.

Swipe to learn more 📌

**#ELEVATEPX #HX #healthcare #pressgaeny #PX** Chrissy Daniels Sven Gierlinger Mary Jo Assi Lucas Higman

The Beryl Institute ELEVATE PX 2023 · 3 pages



**Press Ganey**

46,701 followers

4mo • 🌐



That's a wrap on **The Beryl Institute #ELEVATEPX!** We're so struck with gratitude for the opportunity to connect with everyone in attendance over the past few days, and to contribute to the conversation of what we all must do to improve patient experience.

And now, we're eager to take all the inspiration and new learnings back and apply them to the important work of advancing human experience healthcare. Thank you for an incredible experience!

**#BetterTogether #PatientExperience #BerylInstitute #HX #PX**



👍❤️🌱 148

7 comments

# Dallas Market Center



# Responsibilities

- Strategically planned the holistic buyer experience for 11 apparel wholesale markets annually (hosting thousands of DMC guests per market) and ensured the execution of deliverables across multiple teams including: visual merchandising, way-finding, hospitality offerings, event production and education
- Managed the entire execution of all DMC softgoods events including fashion shows, educational seminars and large-scale industry parties with an events budget of \$1M
- Promoted market opportunities to both buyers and exhibitors via email marketing, digital and print advertising, influencer and media partnerships
- Collaborated daily with all DMC departments to ensure smooth and successful markets including: leasing, retail development, trade show operations, visual merchandising, creative design and our executive team.
- Conducted post-market analysis, pivoting where necessary for optimal growth & event success



# Event Engagement:

Theme-cohesive entertainment and hospitality

Vendor selection, signage, F&B, talent  
procurement



A green event poster with a grid of ten small black and white portraits of people at the top. Below the portraits, the text reads:

**OUTDOOR OASIS WITH  
JIM GINOCCHI AND  
HGTV STAR, MIKE PYLE**  
Thursday 10:30AM  
Palecek, IHDC 1D201

**COYOTE GRILL-OFF**  
Thursday 10:30AM  
Palecek, IHDC 1D201

**ENTERTAINING ALFRESCO**  
Thursday 1:15PM  
Palecek, IHDC 1D201

At the bottom of the poster are three logos: COYOTE, RTA, and PALECEK.



# Event Promotional Elements:

Image selection, copy writing

# Email Blasts, Video Recap Production, Print & Digital Signage



You don't want to miss **The Dallas Men's Show**, running January 29-31, 2022 at the **Dallas Market Center**. Following a Summer 2021 show that included over 700 brands, January will boast an even more expanded exhibitor landscape. Do Big Business in Big D.

**Endless Sourcing Opportunities:** Nowhere else can you find apparel, accessories, footwear, gift, and Western all under one roof.

**Central & Easy:** Fifteen minutes from two airports (DFW, Love Field) and surrounded by affordable hotels with complimentary shuttles.

[Book travel now.](#)

New to Dallas Market Center? Click [here](#) for a video overview of our show.



# Market Buyer's Guides

TREND REPORT  
Spring 22



## PATTERN

Soft Pins  
Watercolor  
Jurassic Ferns & Natural Terrain

## DESIGN DETAILS

Contrast Patch, Cargo Pockets  
Patchwork Piecing  
Collarless



Root

Harmony

Honey

## THE MEN'S SHOW PARTY

SATURDAY | 6PM - 8PM | 12TH FLOOR

Toast the Dallas Men's Show with complimentary eats, libations, music and pool tables.

SPONSORED BY  
MR Magazine and Game Rooms By Design (WTC 5B2)



## NEW TO DALLAS MARKET CENTER?

TOP TIPS TO NAVIGATE THE MEN'S SHOW

- WE'RE HERE TO HELP**
  - INFO BOOTHS on WTC 7 & 12
  - DOWNLOAD DMC MOBILE APP for dining options, floor maps, search lines, market hours, events and more.
  - DMC BUYER SCOOP held at 8:30AM on WTC 1 both Saturday and Sunday.
- NAVIGATING DMC**
  - Go straight to floors 7, 12, 14 & 15 on our WTC EXPRESS ELEVATORS
  - TWO SETS OF ESCALATORS on each floor at the front & back
  - RESTROOMS are along the perimeter of each floor
  - DIRECTIONAL SIGNAGE is hanging from the ceiling
- THE TEMPS**
  - 12<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Apparel, Accessories, Footwear & Gfx
- THE PERMS**
  - 7<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Apparel, Accessories & Footwear
  - 13<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Apparel, Accessories & Footwear
  - 14<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Western Apparel, Accessories & Footwear
  - 15<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Apparel, Accessories & Footwear

DOWNLOAD THE DMC APP  
TO SEARCH LINES, DINING OPTIONS,  
EVENT INFO & MORE



## FEATURED EVENTS

### SATURDAY

**BREAKFAST TACOS AT DMC FOOD TRUCK**  
7:30AM | 12th Floor  
**THE COFFEE STOP**  
7:30AM | 12th Floor  
**THE MEN'S LOUNGE**  
7:30AM | 7th Floor  
**THE DMC BUYER SCOOP**  
8:30AM | 1st Floor  
**POPCORN POP-UP**  
1PM | 12th Floor  
**BEVERAGE PUSH CART**  
3PM | 7th Floor - Enroute  
**THE MEN'S SHOW PARTY**  
6PM-8PM | 12th Floor

### SUNDAY

**CHICKEN & WAFFLE SLIDERS AT DMC FOOD TRUCK**  
7:30AM | 12th Floor  
**THE COFFEE STOP**  
7:30AM | 12th Floor  
**THE MEN'S LOUNGE**  
7:30AM | 7th Floor  
**THE DMC BUYER SCOOP**  
8:30AM | 1st Floor  
**BACON & BEER**  
2PM | 12th Floor  
**BEVERAGE PUSH CART**  
3PM | 7th Floor - Enroute  
**OLD FASHIONED BAR**  
4PM | 12th Floor

### MONDAY

**THE COFFEE STOP**  
7:30AM | 12th Floor

## WE KNOW YOU'RE HUNGRY.

We have several food options available on campus.

### 1ST FLOOR

**STARBUCKS**  
Friday: 8AM - 2PM  
Saturday - Monday: 7:30AM - 3PM

### FOUNTAIN CAFE

**SANDWICHES, SALADS**  
Friday: 11AM - 2PM  
Monday: 11AM - 2PM

### 7TH FLOOR

**STARBUCKS**  
**COFFEE, BREAKFAST, SANDWICHES, SALADS**  
**BEER AND WINE**  
Saturday - Monday: 7:30AM - 3PM

### 12TH FLOOR

**MARKET FRESH**  
**SALADS, BRISKET OPTIONS & MORE**  
Saturday - Sunday: 11AM - 6PM  
Monday: 11AM - 4PM

**CANTINA 12**  
**MEXICAN FARE | BEER AND WINE**  
Saturday - Sunday: 11AM - 3PM

## NEED DINNER PLANS after market?



SCAN ME  
TO CHECK OUT THESE  
BIG D RESTAURANTS  
DURING YOUR VISIT.

## MEN'S GIFT RESOURCES



1 BROOK & CO Pattern Collection, WTC12-8022 2 BRUNATE Cuff Price & Company, WTC12-8220  
3 DRILL YOUR ASS OFF Cuff Price & Company, WTC12-8223 4 TOM & SHAY'S BEON IN A BOTTLE Cuff Price, WTC12-8101  
5 ROAD MAN Cuff Price, WTC12-8101 6 OLIVIERO TOSCANI Pattern Collection, WTC12-8022  
7 PUPPIN COOLERS Pattern Collection, WTC12-8552 8 TOOLKITERS Cuff Price & Company, WTC12-8223

## DALLAS MEN'S SHOW

JULY 31 - AUGUST 2, 2021

8:30AM - 6PM

Temps Close Monday, 3PM



BUYER'S  
GUIDE

# Sales Collateral, Magazine Spreads

**DALLAS**  
IS THE PLACE TO BE!

**DALLAS MEN'S SHOW | JANUARY 29-31, 2022**

**DON'T MISS YOUR CHANCE TO JOIN THESE LEADING MEN'S BRANDS...**  
Gem Malki | Jack Victor | Luchiano Visconti | Mavi Jeans  
Patrick Assaraf | Zelli Italia

**WHY DALLAS?**

- Welcoming an unprecedented number of new buyers from across the US
- Vastly expanded temp floor plan that provides the ultimate buying experience
- Easy-to-navigate marketplace with unmatched hospitality

**CONTACT US TODAY!**



**LINDA WALDROP**  
Leasing Director Men's  
214-879-8192  
[lwaldrop@dallasmarketcenter.com](mailto:lwaldrop@dallasmarketcenter.com)



**EMILY SCHUTZ**  
Leasing Manager Men's  
214-655-6202  
[ESchutz@dallasmarketcenter.com](mailto:ESchutz@dallasmarketcenter.com)



**DALLAS  
MARKET  
CENTER**

**WESA**  
January 14-16, 2022  
August 25-28, 2022

**AETA INTERNATIONAL TRADE SHOW**  
January 14-16, 2022  
August 25-28, 2022

Experience the  
**WORLD'S  
LARGEST  
WESTERN  
& ENGLISH  
MARKET**

Don't miss the excitement and inspiration that comes with a visit to Dallas Market Center! Take advantage of sourcing apparel, footwear, home, gift, gourmet and tack all under one roof.



**DALLAS  
MARKET  
CENTER**

[dallasmarketcenter.com](http://dallasmarketcenter.com)

# Promotional Ads, Email Newsletters



**SAY YES.**

Shop our exquisite Diamond District.  
Open to all Dallas Market Center visitors.  
WTC 7th Floor.

DMC DIAMOND DISTRICT

DALLAS MARKET CENTER

**DALLAS APPAREL & ACCESSORIES MARKET**

The national footwear trade event with hundreds of brands – all under one roof.

**JANUARY 11-14, 2022**



DALLAS MARKET CENTER

DALLASMARTCENTER.COM



**EVENT**

**RUNWAY CAFÉ FASHION SHOW**

WED | 12PM  
14TH FLOOR – RUNWAY CAFÉ

Complimentary  
Prairie Fire Cocktail

DALLAS MARKET CENTER

**WESTERN & ENGLISH**  
AT DALLAS MARKET CENTER

Dallas Apparel & Accessories Market  
October 26-29, 2021



DALLAS MARKET CENTER

**1**

**SOURCE DALLAS IN OCTOBER**

Still have sourcing needs after the WESA Trade Show in August? Our entire 14th floor of showrooms will be open during our October market, featuring the most coveted lines in the industry. We also offer an entire campus of crossover buying opportunities.

[VIEW 14TH FLOOR](#)



**2**

**WESA**

The WESA Trade Shows debuted in 1922 to promote and preserve the lifestyle of the industry. The Association's biannual events became the premier trade show of its kind and are recognized as the place, "Where the Industry Meets." WESA offers the most retailer-oriented show in the industry. In January 2022, let us celebrate the 100th anniversary together.

[SIGN UP](#)

**WESTERN-ENGLISH APPAREL & EQUIPMENT MARKET**  
JANUARY 13-16, 2022  
DALLAS, TX

[SIGN UP](#)



**3**

**AETA INTERNATIONAL TRADE SHOW LAUNCH**

Thank you to everyone that helped make the launch of the AETA International Trade Show in our new Dallas home a success last month. With top-notch exhibitors, upscale amenities, an inspiring fashion show and Texas-sized hospitality, there was nothing not to love. Stay tuned as we finalize the dates for our next show in 2023.

[MARKET CALENDAR](#)



**4**

**FASHION SPOTLIGHT: ANDREE BY UNIT**

Andree by Unit takes inspiration from vintage styles and interprets them into current silhouettes suitable for all boutiques. They are fun, feminine, and free spirited! Learn more and register to browse their collection below.

[ANDREE BY UNIT](#)



**5**

**FASHION SPOTLIGHT: FRINGE SCARVES**

Fringe Scarves were created to inspire people to "Slick Their Neck Out and Tie One On." All of their scarves are 100% silk so they are all natural, breathable, warm in the winter and cool enough for a warm day. Check out their offering below.

[FRINGE SCARVES](#)



**PLAN YOUR TRIP TO DALLAS**

Access to exclusive hotel rates when you book through Market Travel.

[BOOK TRAVEL](#)



DALLAS MARKET CENTER

# Brightspot Incentives & Events



# Responsibilities

- Creative ideation and scope of work planning for client proposals
- Cross-functional team collaboration and oversight (sales, event technology, graphic design, accounting)
- Vendor sourcing and management
- Awards sourcing and delivery (merchandise, gift cards, travel)
- Event planning and execution
- Marketing campaign design
- Client relations
- Budget adherence and reconciliation (up to 1 million-dollars)
- Program post-mortems
- Securing of program renewals

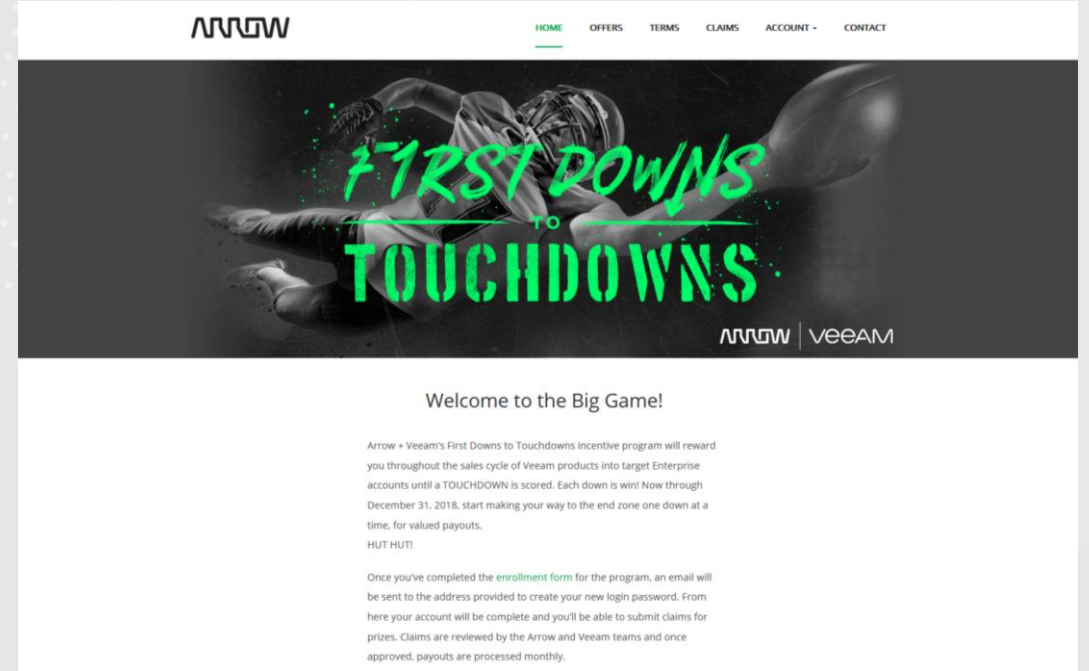


## Program deliverables included:

- Program design and theming
- Website creation and maintenance
- Multi-cultural communication plans
- Award sourcing and international delivery
- Award Experiences
- Corporate Events
- Data analysis and Reporting

# Themed Program Elements

Strategy | Oversight | Execution:  
Websites, Print Collateral,  
Promotional Items, Communications



ARROW

HOME OFFERS TERMS CLAIMS ACCOUNT - CONTACT

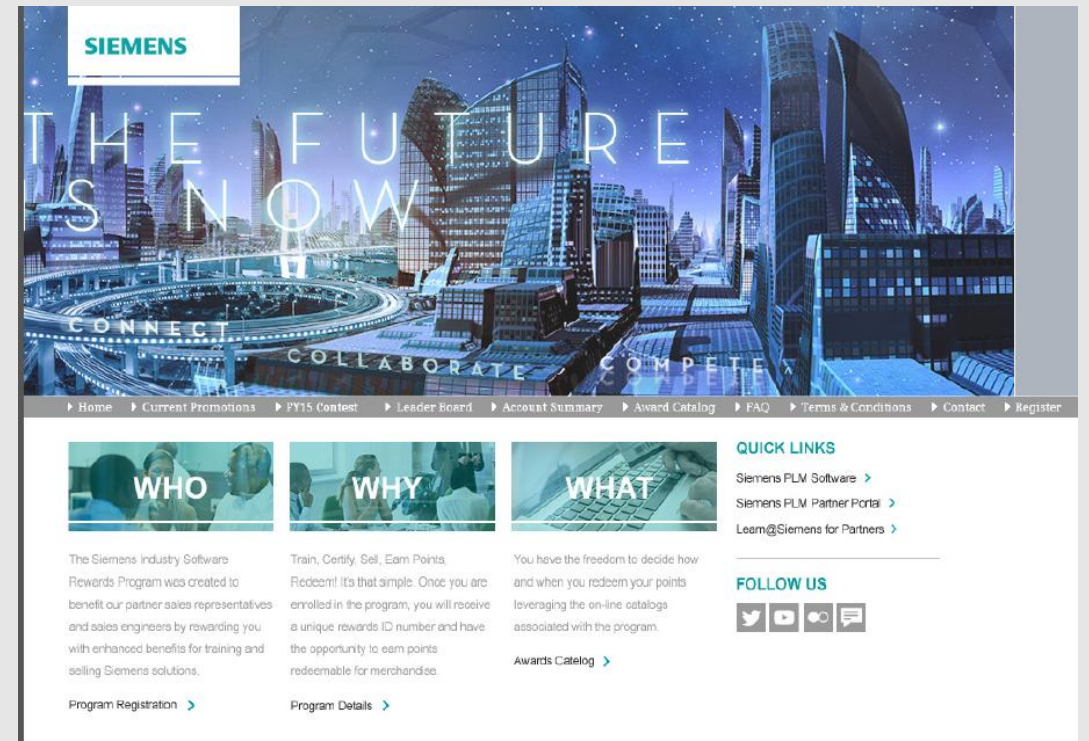
## FIRST DOWNS TO TOUCHDOWNS

ARROW | VEEAM

### Welcome to the Big Game!

Arrow + Veeam's First Downs to Touchdowns incentive program will reward you throughout the sales cycle of Veeam products into target Enterprise accounts until a TOUCHDOWN is scored. Each down is win! Now through December 31, 2018, start making your way to the end zone one down at a time, for valued payouts.  
HUT HUT!

Once you've completed the [enrollment form](#) for the program, an email will be sent to the address provided to create your new login password. From here your account will be complete and you'll be able to submit claims for prizes. Claims are reviewed by the Arrow and Veeam teams and once approved, payouts are processed monthly.



SIEMENS

## THE FUTURE IS NOW

CONNECT COLLABORATE COMPETE

Home Current Promotions FY15 Contest Leader Board Account Summary Award Catalog FAQ Terms & Conditions Contact Register

### QUICK LINKS

- Siemens PLM Software >
- Siemens PLM Partner Portal >
- Learn@Siemens for Partners >

### FOLLOW US

Twitter YouTube LinkedIn Facebook

#### WHO

The Siemens Industry Software Rewards Program was created to benefit our partner sales representatives and sales engineers by rewarding you with enhanced benefits for training and selling Siemens solutions.

[Program Registration >](#)

#### WHY

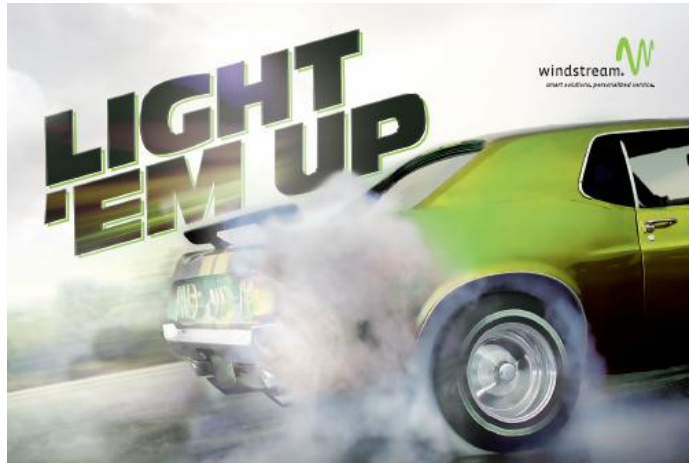
Train, Certify, Sell, Earn Points. Redeem! It's that simple. Once you are enrolled in the program, you will receive a unique rewards ID number and have the opportunity to earn points redeemable for merchandise.

[Program Details >](#)

#### WHAT

You have the freedom to decide how and when you redeem your points leveraging the on-line catalogs associated with the program.

[Awards Catalog >](#)



INNER S

**M**

Congratulations!  
 You have been  
 awarded Q1  
 Hunt Club Points

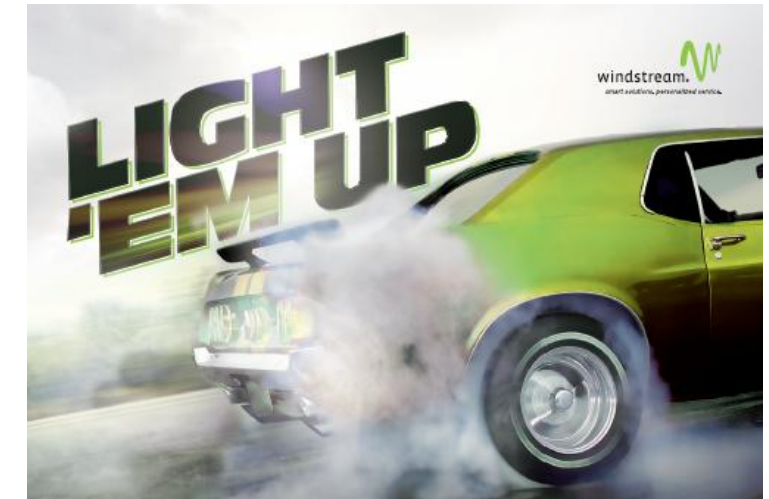
**John Smith**

Congratulations! You have been awarded Q1 Hunt Club Points for 100% Attainment, Special Recognition, Exceeding Sales Goal, Friend of Sales, Best Green Tie, Overall Q1 Performance, SE Management Team of the Quarter, etc

intel Security



# Themed Collateral & Promo Items



## Light 'Em Up

Let's Rev Up Q1 Sales

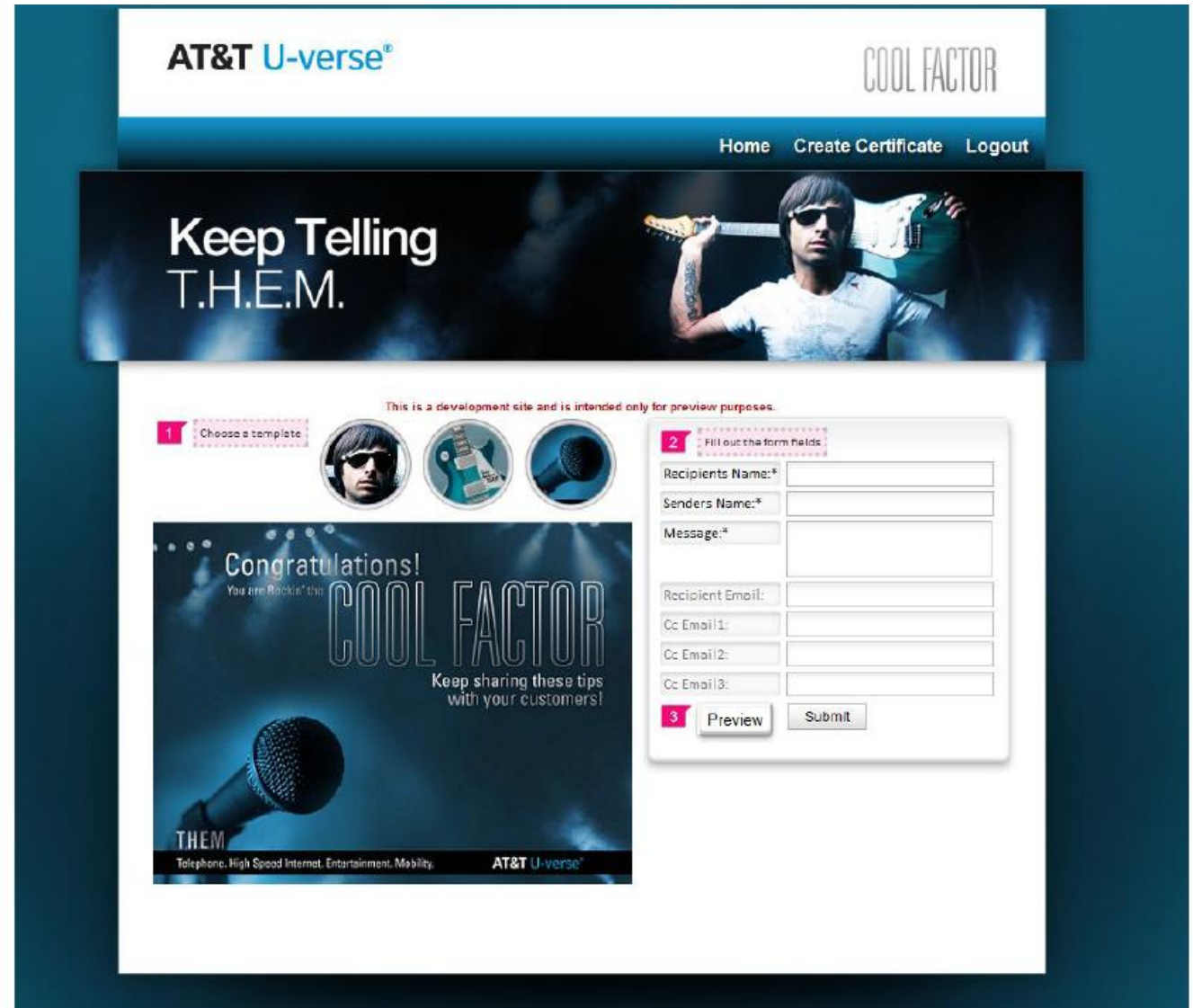
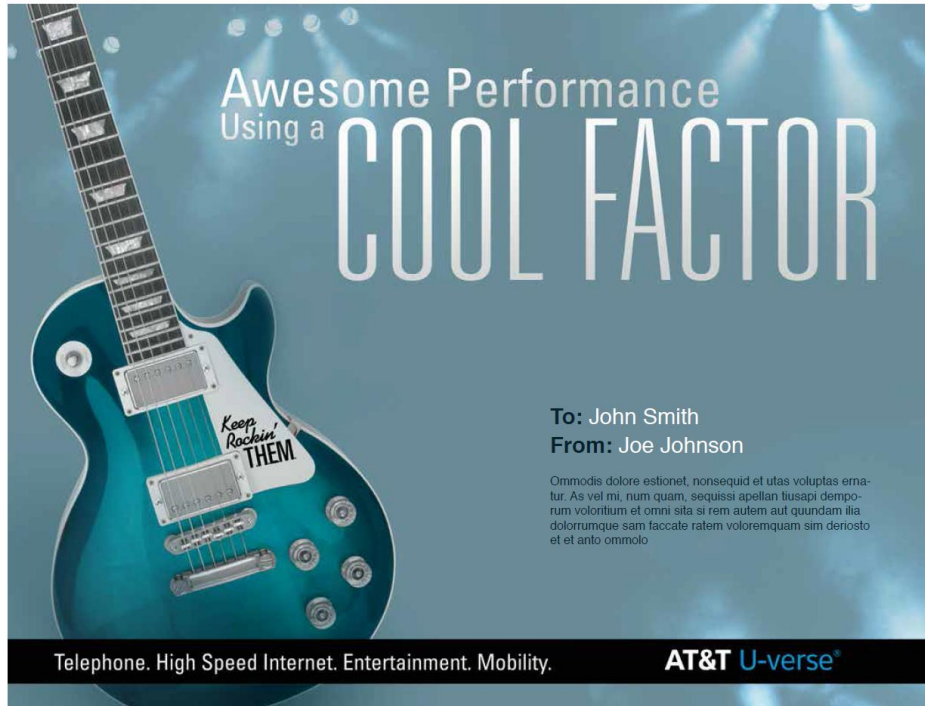
Starting in January 2016 enterprise sales and sales engineers will have the monthly opportunity in Q1 to earn points for outstanding performances within their channel and position. Use points to select rewards from a variety of fabulous items in our new rewards site!

Redeem points immediately or earn points throughout Q1 and choose higher value items. Light em up!

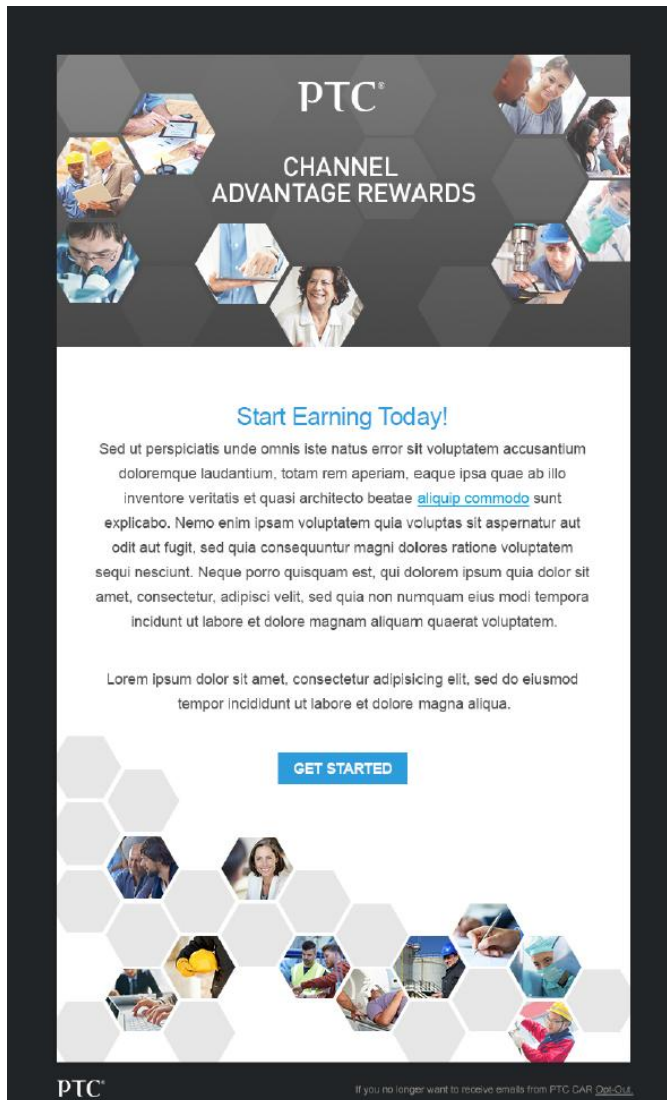
Complete contest rules coming soon at [windstreamincentives.com](http://windstreamincentives.com)

Watch for announcements on stream and email notification of login information. Contact [info@windstreamincentives.com](mailto:info@windstreamincentives.com) with questions.

# Email, Print Collateral, Promo Items, Website



# Global Email Communications



**PTC®**  
**CHANNEL  
ADVANTAGE REWARDS**

**Start Earning Today!**

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**GET STARTED**


**PTC®**  
If you no longer want to receive emails from PTC, CAR, [Ded-OU](#)



**Accelerate your point earnings by 50%**  
**during the first 6 months you are**  
**registered in the Siemens Industry**  
**Software Partner Rewards Program.**

Join today and boost your reward point earnings by 50%! By enrolling in the Siemens Industry Software Partner Rewards program, you will be eligible to earn 50% more points on revenue deals during your first 6 months. Redeem points for your choice of fabulous rewards!

Take advantage of the training resources through [Learn@Siemens](#) and gain the confidence you need to jumpstart your success. The more and more you sell, the



**UNLEASH YOUR POWER**

**Earn 2X the Partner Rewards Points**  
**when selling **Teamcenter Rapid Start!****

Teamcenter Rapid Start의 판매를 통해서 성공적인 2014년도를 마무리 하셨으면 합니다. 7월 28일부터 12월 31일까지 귀하께서 판매하신 Teamcenter Rapid Start 각각의 건에 대해 2배의 리워드 포인트가 적용됩니다. Teamcenter Rapid Start는 아시아태평양지역에서 진행되는 SolidWorks attack 프로그램의 핵심 요소로써, 중소중견 기업 시장에서의 성공을 보다 촉진하는 핵심 오퍼링입니다.

성공적인 진행을 위해서 playbook을 꼭 살펴보시기 바랍니다. 관련

# Sales Engagement Events:

Collateral creation, vendor management, talent procurement



◀ 2015 ▶

# Cirque du Focus

NEW REGISTRATION | NEXT TICKET

**FOCUS**<sup>15</sup>  
SECURITY CONFERENCE  
LAG VEGAS OCTOBER 29-31

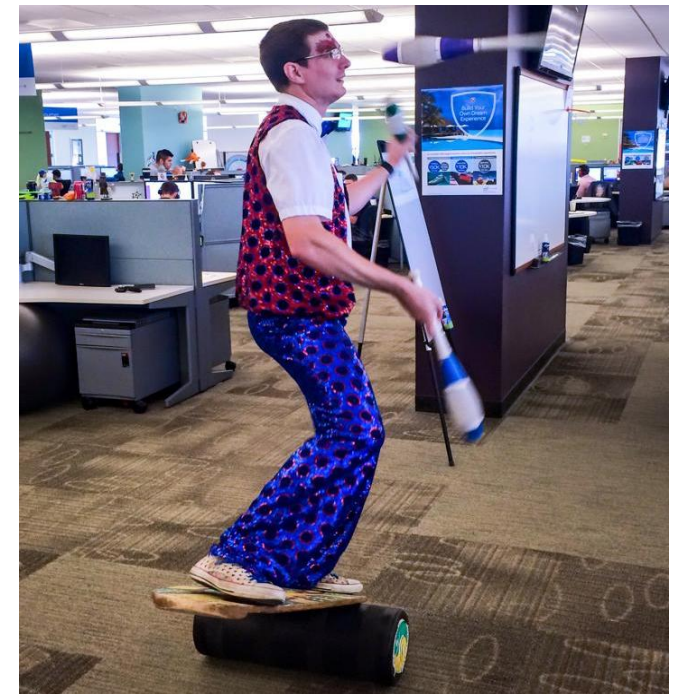
Be a part of the show! Confirm a NEW Registration to FOCUS15, earn your NEXT Ticket to entertainment!

Prepare to enjoy the mystery and wonder of our August 31st call-out-day, by closing registrations to the Intel Security FOCUS15 conference, in exciting Las Vegas.

You will be treated to a fabulous lunch, and have the opportunity to be in the audience of our main event! There will also be chances win prizes while you show off your talents for stacking up registrations.

## Intel Security FOCUS Sales Event

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**TOGETHER IS  
POWER**

McAfee FOCUS  
Sales Event

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**MPOWER**

**McAfee**



# Program Analytics Reporting & Change Advisement

## *Example: Siemens Digital Industries Software Partner Rewards Program*

- 30% increase in enrollment over 5 years
- 40-50% engagement from a global audience
- Enrolled partner individuals are proven 2x more productive in sales conversions
- Up to 70% of all partner revenue is attributed to program participants
- 60% increase in completed trainings and 45% increase in completed certifications over the past two years
  
- Suggest a focus on incentivizing participants to level up in their membership level (increase their overall sales)
- Suggest a raise in reward points for customer reference stories – Submissions were low this Fiscal Year

# Recommendations for Kara

## **Jason Phibbs** – *Press Ganey*

Market Vice President

“Kara is one of the most genuine, hardworking, and caring colleagues I have ever worked with. Her positive energy is unmatched and her attention to detail is impeccable. I couldn’t imagine planning and executing an event without Kara’s knowledge and expertise. I strongly recommend her for any event planning, marketing, and creative roles. Kara would be a valuable leader and asset to any team.”

## **Jared Rathe** – *Press Ganey*

Market Vice President

“Put simply, Kara Hoover is one of the best Marketing/Events professionals I've had the opportunity to work with over a 20-year sales career. All of our corporate events were well-organized, thoughtfully curated to the audience, and our marketing material always looked first-class. Even more importantly, Kara's ability to connect with prospective buyers was something that you simply can't teach. Her disarming and positive personality makes everyone feel comfortable and often led to longstanding friendships and meaningful business opportunities. Any organization would be lucky to have Kara on their team.”

## **Nicole George** – *Press Ganey*

Director, Nursing Center of Excellence

“I have had the true honor and pleasure of working directly with Kara over the past year. Kara is an extremely passionate, dedicated, and trustworthy team member. She adds value to the team. She has a keen eye for detail. An example of this are with trade shows, every little detail is well take care of when I’ve worked with Kara over the past year at two large trade shows (> 3K in attendance at each). Highly recommend Kara!

## **Richard Corder** – *Press Ganey*

Senior Vice President Consulting Solutions

“Kara is a gifted and brilliant senior marketer who I had the pleasure of working with and learning from. I consider her a trusted colleague who became a good friend. She curated, organized and designed several large programs and events that I had the pleasure of attending during our 12 months of working together. Kara's greatest strength is her ability to show up authentically and deal with a myriad demands in high-pressure situations. She never lost her cool, always maintained her professionalism and always delivered a world class product and experience. Even during the most intense moments, Kara's energy, personality and creativity was always welcome and appreciated by those around her.

It is without hesitation that I recommend Kara, she will be an asset to any company lucky enough to hire her.”

## **Audra Pratt** – *Press Ganey | Forsta*

Social Media and Communications Specialist

“Working with Kara is truly a joy! I am grateful for the opportunity to work alongside her at Press Ganey | Forsta. Kara has phenomenal organizational skills, which aid to her project management successes. She is a creative thinker and constantly strives for excellence. Her ability to work on multiple projects and execute them to perfection is something I admire. In addition to all her ability to succeed under pressure and time constraints, I admire her ability to connect with her co-workers, both personally and professionally. I did not report to Kara, but she still took the time to get to know my role, my goals and gave sound career advice for my future! I am extremely grateful that our paths crossed!”

## **Muhamed Solunović – Forsta**

SDR Manager EMEA

“I wholeheartedly recommend Kara Hoover for her exceptional work as an event/program manager. During our collaboration at Web Summit 2022 in Portugal (Lisbon), Kara exhibited intelligence, talent, and boundless energy in managing Forsta's presence and booth. Her attention to detail, strategic thinking, and ability to stay calm under pressure was truly impressive. I learned a lot from her during the event, and her positive attitude fostered a collaborative atmosphere. Kara is a valuable asset to any team, and I highly recommend her for future endeavors.”

## **Belma Gološ – Forsta**

Business Development Representative

“I had the pleasure of witnessing Kara's incredible work and being an invaluable asset to the company. Her passion for marketing and events and her deep understanding of the entire wholesale buyer journey was evident in the success she brought to exhibitors at Web Summit in Lisbon where we met.

Kara's warm and charismatic personality made her a true standout among her colleagues. She was the soul and bright light of the PG Forsta team, always ready to understand people's needs and challenge us to achieve greater heights. Her tireless efforts in transforming communications experiences for colleagues and partners, even across geographically diverse locations, were nothing short of remarkable.

Her expertise in program/event management, integrated marketing campaign design, and partnership fostering have left a lasting impact on organizations worldwide. Kara's bright personality and considerate nature touches the lives of everyone around her.

## **Adnan Pehlivanovic – Forsta**

Senior Business Development Representative

“Kara Hoover is an exceptional colleague and a true leader in the field of event/tradeshows management. Having worked with Kara I can confidently attest to her remarkable skills and dedication. Kara's enthusiasm and positive energy are truly infectious, making her a joy to work with. As the Director of Strategic Events, she exhibits a rare combination of creativity and meticulous attention to detail, ensuring that every event she managed was a resounding success. Her strategic vision and ability to easily navigate complex projects make her an invaluable asset to our team.

Beyond her professional expertise, Kara's exceptional interpersonal skills set her apart. She effortlessly fostered strong relationships with clients, partners, and colleagues, making everyone feel valued and appreciated. Her ability to bring people together and create a collaborative environment is commendable and greatly contributed to the success of our events.

Kara is a consummate professional with a passion for excellence, and her positive attitude is truly inspirational. Any organization would be fortunate to have her on their team.”

## **Erin Nicholson** – *Brightspot Incentives & Events*

Senior Program Specialist, PMP

“Kara was a great boss who took the time to get to know me as a person, my career desires, and my drives. She is a creative thinker and problem solver, and constantly strives for excellence. I always admired her drive and motivation. Not only does Kara know how to plan, budget, and get a program going from scratch, she understands the creative process. Her responsiveness, quick thinking, and work ethic are off the charts, and it was fun to watch Kara get stuff done.”

## **Ron Demers**– *Siemens Digital Industries Software*

Senior Director, Global Channel Partner Sales and Operations

“During my 10-year tenure at Siemens, I had the pleasure of working with Kara while she was working for Brightspot Incentives and Events. Brightspot was our 3rd party vendor who helped manage our global partner rewards and incentives program where Kara was my dedicated Program Manager for almost 7 years. Kara’s creativity and ability as program manager was second to none! She learned what made our business, and more importantly, what drove our partner reps to be successful. During this time, partner rep engagement reached an all time high of 70%. She was also able to demonstrate the value of adding events/trips to our program driving further success. Her overall marketing knowledge and expertise allowed her to drive success in every element of the program. I would strongly recommend Kara to any organization especially if that organization is looking to drive a successful long-term relationship. She would be a terrific asset to any organization large or small.”

## **Derek Lilleskov** – *Brightspot Incentives & Events*

Senior Program Specialist

“Working with Kara is a truly career-changing experience. It is not often you find someone who cares about your career just as much, if not more, than their own. She worked with me as a true teammate, constantly guiding me as to ways to improve myself and my work. We worked with clients of all types, and it was always impressive how she handled all the different personalities. She always kept things in perspective and, most importantly, kept clients happy.”

## **Jill Shanklin** – *UMC Health System*

Vice President Nursing Excellence

“Kara’s creativity, attention to detail, and ability to tailor events to the specific focus and need of the client is exceptional. During her time at Press Ganey, I had the pleasure of attending several events that Kara coordinated, from small dinner gatherings to large-scale conferences. All were seamlessly executed with dedication, professionalism, and enthusiasm. Her professional accomplishments are only outshined by her passion for people. She has a unique ability to serve from the heart and authentically connect with others through her work. A true asset to any team!”

## **Whitney Johannessen** – *Cook Children’s Healthcare System*

Assistant Vice President

“I’ve attended multiple industry events organized and hosted by Kara and her teams. Each one has been perfectly executed, client-focused, and fun. Truly a white glove experience every time. Kara combines her marketing expertise and stellar organizational skills with her innate ability to form strong, authentic relationships. She genuinely loves serving others and pours her heart into creating a lasting impact. Kara is the type of person who continually exceeds expectations!”

# Let's Chat!

& Learn More About My  
15+ Years of Marketing &  
Events Experience



Kara Hoover

405.314.4242

[kara@brandboomco.com](mailto:kara@brandboomco.com)