



So what if your single largest employee event gets upgraded and its audience increased while your event vendor goes bankrupt weeks before the show? You simply rely on a smart organization that's quick on its feet to create your biggest success.



PROBLEM Family Day is Nissan Manufacturing's single largest event, held annually to fete 8,000 employees and their families. In 2006, not only did its steering committee have to integrate significant changes to the event as requested by the CEO, but it needed to do so for an expanded audience of 10,000 that included new corporate employees.

ACTION Frank's committee first debriefed attendees from the year prior to identify more than two dozen enhancements – including three stages of live entertainment – that would attract a wider variety of employees to the massive free event. But following executive approval of the new arrangements and their budget, and during the middle-to-end phases of event execution, came a curve ball – the event's main vendor, which had executed Family Day for a decade, declared bankruptcy. While the committee focused on event details, Frank led an emergency Finance/Purchasing/Operations subcommittee as it waded through the bankruptcy. An alternative vendor was identified and hired mid-stream to execute the event and ensure sub-vendors hired by the bankrupt vendor performed their duties as promised and were paid. With no adverse strain on the budget.

RESULT Thanks to quick action and cohesive, supportive work by the committee, the enhanced event was pulled off flawlessly with few beyond key executives being aware of the bankruptcy issue. According to the CEO, the event was "the best Family Day ever!"