

"In small business, either you figure out how to do it yourself, or you find someone in another small business who can save you time, money and a lot of aggravation."

– Peter Lineal

## What can happen when you use

# In the **Event...**

By Peter Lineal,  
Owner, Plum Grove Printers, Inc.



## The Concept – A Twentieth Anniversary Party

In 1981, Plum Grove Printers started in a one-room print shop in Schaumburg. Over the years, we outgrew three locations, as we expanded to a staff of 30 in our own 10,000 square foot building. Twenty years later, it was time to have a party and celebrate our successes!

The concept was considered for nearly 10 seconds... we're busy running a bustling print shop. We certainly don't have time to run a celebration with customers and potential customers. We could skip the celebration – which would be cheaper – then we couldn't mess it up. However, if we skipped it, we would miss an opportunity to say thank you to our clients and show off our newly renovated, totally updated printing plant. We're proud of our shop and our history; it was time to show it off.



Therefore, we gave it another 10 seconds of thought – doing it ourselves? We could see it – cold, sad chicken pieces, not enough food, decorations from the Five & Dime, cars everywhere and not a place to park, crowds standing in the cold and rain because the tent didn't show up.

Our point was to make an impression – what would our customers think of us? Would they want to come into our place and print their own jobs? I doubt it! What were we thinking – that we could run our own party and do it right? Not a chance!

## To the Rescue – Susan Rosen, In the Event...®

It was like a Trust Fall – the team-building experience where you stand on a table or chair, close your eyes and fall back, knowing the rest of the team will catch you. We put our trust in Susan and the **In the Event...®** team, hoping all would go wonderfully well. But honestly, we were afraid we were going to fall on our heads.

The planning process – with only 1-2 hours of my time, **In the Event...®** worked to develop two events in one day – a classy reception with a brief ceremony for our customers at lunchtime...and an after-work networking opportunity for all of the members of the chambers to which we belong.



The event called for plenty of good food, beer, wine, soft drinks, some musical entertainment, a few games and tours of our printing facility. We provided many giveaways and even a prize drawing to create a focal point for the event.

The planning process continued – what to do with the hundreds of cars? Do we need permits? How much food and drink do we need? What if it rains? How could we be sure that everybody would show up? Who can play some music? Who would keep the tables clean and the buffet table piled with food? Who on our staff would do what and when? Decorations – how would they happen and still complement our newly-designed office space?



**In the Event...<sup>®</sup>** handled EVERYTHING! We could continue our work – what a great concept!

## The Results – Astounding!

We had nearly 400 attendees at our October 2nd Party. And we had hoped to hit the 200 mark! It was a blast for our customers and our staff. It was easy – it was fun.

**In the Event...<sup>®</sup>** has a slogan reflecting the reality – they made my people, our company, and me “the Star of our own event.” Guests were overheard by our staff commenting on the quality of the event, reflecting how Plum Grove Printers was a quality operation, that this event was to be expected. One experienced print buyer who had not been to our facility in many years just muttered, “I had no idea.”



Our event came in below budget. **In the Event...<sup>®</sup>** spent the money like it was my own – and I'm very frugal (ok – cheap). They negotiated great deals with their service providers, made sure the leftover beer, pop and accessories could be returned for credit, and we even had a few sodas left over for the next day. Several of the service providers have since become print clients. Could we have asked for more?

## What's the Bottom Line?

We held this event to say thank you to our clients and to the community in which we work. We hoped it might reflect well on us so we might continue to earn the trust of our clients and also to get more clients. However, in early October of 2001 the world was a scary place. In spite of it all, we were delighted to have the best month of sales ever in October. We finished 2001 about 16% higher than 2000 – with good, solid growth in the fourth quarter. We're still receiving calls and referrals for new business from this event. Again – could we have asked for more? It was a business owner's dream. It made me a star to my clients, the business community and to my own employees!

## To Reach In the Event...<sup>®</sup>

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Plum Grove Printers printed this flyer at their own expense as our way of expressing our gratitude to Susan Rosen and the staff of In the Event...<sup>®</sup>.