



## **SCS Case Study**

### **Event management streamlined**

#### ***The Client***

MotivAction, LLC is a human resources company that designs and executes strategic marketing, incentive, and recognition programs to help their clients fully engage employees, retain clients, and improve sales productivity. The Learning Solutions department of MotivAction creates customized learning experiences for training initiatives and events. Their goal is to avoid “death by PowerPoint” by engaging their clients’ employees in role-playing breakout sessions that help to develop the skills and attitudes necessary to excel at their jobs.

#### ***The Challenge***

One such training event was being held during the annual sales meeting of one of their client’s. The meeting had a two-fold purpose: provide information to the account executives as would normally be provided at a sales meeting and train the account executives to be more effective at selling their products. This meeting and the training activities were designed, developed, and executed by the human resources company.

There were several learning activities being provided to approximately 250 participants. Before the event started, the participants took a pretest. During the event, the participants performed in group scenarios that required them to navigate challenging sales situations and make smart decisions as a group. The participants also performed individually in several role plays that were graded by the more experienced account executives.

Each of these activities resulted in activity scores for the participants, and each activity was scored using different means. The pretest scores were provided in Excel spreadsheets, the scenario scores were tabulated and calculated using electronic scoring devices, and the role plays were scored using standard “fill in the circle” scoring sheets. As the activities were being performed throughout the two day conference, MotivAction wanted to see up-to-the-minute scores at the lunch break and at the end of each day. As a result, the scores needed to be collected, processed, and presented within an hour of each learning session.

#### ***The Solution***

MotivAction partnered with Superior Consulting Services (SCS) to handle all of the scoring for the event. SCS built an Access application and database that contained the needed functionality to import scores from the various sources, validate the data for accuracy, calculate each individual and team score, and present the scores in a professional format. As is the case with many applications, the Access database was built to specifications ahead of the training event but then needed to be customized when the actual data did not match the expected data. In addition, MotivAction’s electronic scoring hardware partially failed when employed at the event so the machine could not identify the participant for each set of scores. SCS reprogrammed the scoring application at the event to accommodate the amended data format that the scoring hardware was able to capture and to associate each participant with each set of scores coming from the score sheets. Despite these setbacks, the live scores were posted on time for 3 out of the 4 sessions. The first session was late, and the scores were posted within an hour of the expected time.

## ***The Result***

The client was very impressed with the entire event. They felt that the event was managed effectively, professionally, and successfully.

The client requested further analysis of the data at the award ceremony for the event and received it within minutes. SCS helped MotivAction take the 20,000 scores collected during the event and derive meaningful conclusions about the data.

MotivAction learned on the last day of the event that their client was so happy with their ability to get real time results that they asked the learning company to manage three additional events within the year.