

4 DAY CONFERENCE PRODUCTION

Produced in partnership with Klevr Events

ONE TEAM

Event Management • AV Production • Décor & Rentals

THE CHALLENGE

The objective was to showcase the innovative culture and concept behind the Scaling With Systems program, attract high-value entrepreneurs, and surpass \$1 million in program sales. This required transforming an unconventional open-air venue into a premium four-day conference environment aligned with the program's bold positioning.

THE APPROACH

The planning and coordination process aligned logistics, environment design, and attendee experience to support engagement and sales. The space was transformed into a polished conference setting with staging, seating, and VIP areas designed for presentations, networking, and enrollment conversations, while every detail supported both the presentation experience and the program's sales objectives.

THE RESULT

The event welcomed more than 400 attendees and generated \$1.5 million in program sales during the four-day program. The transformed venue delivered a distinctive conference environment that energized attendees and supported strong engagement, networking, and enrollment activity throughout the event.

4

DAYS

400

ATTENDEES

\$1.5M

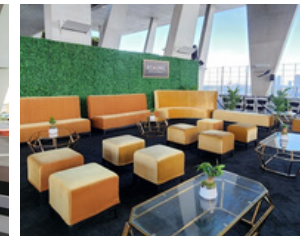
SALES

8

SPEAKERS

SERVICES PROVIDED

- MEETING PLANNING
- AV PRODUCTION
- EVENT LOGISTICS
- VENUE MANAGEMENT
- BRAND & DECOR
- FOOD & BEVERAGE



**RIVERA EVENT
PRODUCTIONS**
Full-Service Event Production & Design