



*"From the beginning, metroConnections fostered their relationship with my client. Starting with a small role in the first program together; they've since incorporated all their service centers to create cohesive, large-scale meetings and productions for my client. Awards shows to national trainings, I know they've got it covered."*

— Jaimie Mattes, CMM  
Senior Director, Global Accounts – HelmsBriscoe



# HelmsBriscoe Referral Case Study

Conferences, Events, Production and Transportation Services

## About the Referral

- Leading medical equipment producer and seller out of Little Falls, NJ initially in need of meeting management and production services
- Jaimie Mattes, Senior Director of Global Accounts at HelmsBriscoe referred metroConnections as a partner
- metro began providing services to said client in 2013
- Since the referral by HB, metro has executed eight national, multi-service programs for the client

## Services Provided

- Full meeting management of conferences for hundreds of attendees
- Registration services and support
- Themed events and décor
- Interactive team building activities
- General session and breakout session equipment and labor
- Unique stage sets for each conference
- Presenter management for all conference speakers
- Content management and creation (including videos, PowerPoints® and background images)
- Onsite videographer and editor
- Food and beverage management
- Transportation and transfers

## Value to HelmsBriscoe

- Trusted partner solution
- Solutions for future programs
  - National Sales Meetings
  - Themed Events and Holiday Parties
  - Tradeshows
  - National Training and Educational Conferences
- One go-to resource for all client needs
- Paid referral commissions across all services to Jaimie Mattes (the referring associate) through the normal HB structure