



HelmsBriscoe Referral Case Study

Eye Care Leaders

About the Referral

Eye Care Leaders, an industry leader of ophthalmology practice management and performance solutions hosted their inaugural ONE User Summit, a 3-day conference filled with learning and networking opportunities at the World Center Marriott in Orlando, FL. 596 Attendees from 42 states participated, including customers, staff and exhibitors.

Services Provided

- Coordination & Management of Exhibitors/Tradeshow Elements
- Conducted & Attended Planning Site Visits
- Management of all Facility & Service Vendors
- Online Task Management & Project ShareFile Tool
- Full Program Budget Management & Ongoing Updates
- Layout & Management of Meeting/Function Space
- Program Food & Beverage Management/Oversight/Menu Planning
- Attendee Registration & Housing Management
- Custom Website Build
- Graphical Emails & Marketing Communication
- Name Badge Production
- Session Scanning & Lead Retrieval
- Custom Native Mobile App
- Full Production & AV Management for General Session, Breakouts, Learning Labs
- Stage Scenic Design
- Entertainment Management
- Content Development
- On-Site Videography & Photography
- Client Video Testimonials
- Conference Branded Signage
- General Logistics, Staffing and On-Site Management
- VIP Ground Transportation Coordination



The metroConnections team brings an unparalleled level of knowledge and professionalism to the table. Throughout the entire process, MC explained everything and made sure there was an open line of communication so that we all felt comfortable moving forward. My clients and I could not ask for a more successful partnership and we look forward to working together for years to come.

— Lindy Long
Manager, Global Accounts - HelmsBriscoe