

Spotlight on IGNITE Sales Kickoff Meeting

Situation

Rebound delivered a memorable event experience by project managing the **IGNITE Sales Kickoff Meeting** and **Summit Club** for IQVIA's US RBU. By focusing on a superior attendee experience, Rebound orchestrated numerous moving parts across both virtual and in-person participation formats.

Solution

IQVIA and Rebound elevated the program experience by **highlighting collaboration, growth, and leadership** within the US RBU. Specifically, Specifically, Rebound:

-  **Created and managed** a master project plan
-  Aligned the keynote speaker's expertise with the meeting goals to **inspire and engage attendees**
-  **Implemented creative approaches** to ensure full participation for virtual attendees
-  **Coordinated speakers** and run of show details
-  **Oversaw complex venue logistics** and attendee lodging
-  Organized Summit Club experiences to provide **meaningful networking opportunities**

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The Rebound team was awesome and such a huge help leading up to our Ignite 2022 event.”

Rebound proactively monitored progress across workstreams, resolved potential risks swiftly, and coordinated cross-functional teams. From sourcing the keynote speaker to handling last-minute changes, Rebound delivered a **flawless attendee experience** that supported IQVIA's brand values and goals.

Impact

The IGNITE Sales Kickoff Meeting and Summit Club successfully fostered collaboration, recognized top performers, and aligned the team for a productive year ahead. Both in-person and virtual attendees **praised the valuable insights gained and smooth execution**, acknowledging the meticulous event planning and management. This project exemplified how rigorous project management combined with operational agility delivered exceptional outcomes, even in a complex hybrid format. Rebound continues to apply these strengths in driving impactful events with IQVIA.