

From Goals to Impact

A full-scale event production engagement with a national outdoor retailer bringing together 20 partner organizations and 40+ leaders from across the BIPOC outdoor equity field

A national outdoor retailer had assembled one of the most powerful groups in the outdoor equity field — 20 partner organizations from across the country doing the work of diversifying who belongs outside. They had three goals for bringing them together. What they needed was someone who could translate those goals into a three day experience that would actually deliver. They brought in GBE.

THE GOALS

<p>Network</p> <p>Deep connection between partner organizations across the country</p>	<p>Joy</p> <p>An experience that energized and celebrated the people doing this work</p>	<p>Collaboration</p> <p>Real space for field-building conversation and shared strategy</p>
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THE SCOPE

GBE led this engagement from concept through execution — six months of planning and three days onsite in Seattle. With a total event budget of \$200K and a GBE team of six across planning and onsite, we managed every element including venue selection, multiple site visits, hotel negotiation, transportation, food and beverage, swag design and fulfillment, programming, speaker coordination, outdoor activities, risk management, and onsite execution.

PHASE 1	Discovery and Foundation
Confirmed event objectives, conducted multiple site visits, negotiated hotel contract, developed agenda framework, established budget, and began partner and speaker engagement.	
PHASE 2	Design and Build
Finalized agenda and programming, designed and fulfilled custom swag boxes, built registration and communication systems, developed onsite response plan, and launched attendee registration.	
PHASE 3	Execution
Conducted tech rehearsals, executed pre-event engagement, and led all three days onsite as primary event leadership including moderation, hospitality oversight, and real-time decision making.	
PHASE 4	Evaluation
Distributed post-event surveys, conducted debrief, analyzed feedback, and developed recommendations for future summits. Client returned for a virtual summit the following year.	

THE EXPERIENCE

Every element was designed to reflect the goals — not just fill time.

Group yoga	Kayaking and SUP	Outdoor art class	Partner-led workshops
REI Flagship store experience	Networking dinner	Fireside chat	Field-building closing facilitation
Custom swag boxes	Curated meal experiences		

KEY OUTCOMES

<p>20</p> <p>partner organizations from across the BIPOC outdoor equity field gathered in one place</p> <p>6 mo.</p> <p>of full-service planning and production management</p>	<p>\$200K</p> <p>total event budget stewarded by GBE from planning through execution</p> <p>100%</p> <p>of survey respondents said they would participate in a future summit</p>
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WHAT THE CLIENT SAID

GBE has consistently gone above and beyond to create events that are inclusive, inspiring, and fun for our company. They collaborated closely with us to ensure our

priorities were front and center, while also making the participant experience equally important and thoughtfully considered.

CLIENT, NATIONAL OUTDOOR RETAILER

The summit felt like I was with family.

SUMMIT ATTENDEE

It was one of the better partnership summits I have been to compared to those I attend for other sponsors. This one was very people and community-centered which I love.

SUMMIT ATTENDEE

WHAT MADE THIS WORK

GBE did not arrive with a generic event template. We started with the client's three goals — network, joy, collaboration — and built every element of the experience to deliver on them. Land and water activities were not just fun additions. They were intentional design choices that reconnected a room full of outdoor equity leaders to the very thing they are working to make accessible. The closing facilitation was not a wrap-up session. It was the most important conversation of the summit, designed to turn three days of connection into field-level clarity. That is the difference between producing an event and translating goals into impact.

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