

CLIENT SUCCESS STORY

## VIDEO SUPPORT GOES A LONG WAY FOR UNIFICATION

**Technology Partners**  
Your Clear Choice in IT™

# Business and Community leadership group uses stunning visuals to reach their constituents.

### The Challenge

The Economic Development Council of St. Charles and the Partners for Progress were planning to unite under a new name and brand, all to coincide with their annual conference. With the hopes of debuting their new logo and identity, all while supporting the conference collateral and videos, **they knew they needed a partner to help them manage the project leading up to the big day.**

### The Plan

Technology Partners took on the challenge. Taking a big picture approach to the organization, **we stepped in early in the process and helped program the conference as well as provide branding and custom videos for all the keynote and break out sessions.** All of the screen materials were created by the Technology Partners team, and we were on site during the event as support to make sure everything went off without a hitch.

### The Results

After a successful conference and an impactful brand launch, the EDC was also able to **repurpose their conference videos into valuable additions to their new website.** The planning process for next year has already started, and the EDC has made sure to save a seat at the table for Technology Partners.



“Year after year the digital media team has been able to integrate with my staff and help us create an engaging experience for leaders and influencers from around the region.”

Greg Prestemon  
CEO  
Economic Development Center

### 59% of Executives

prefer to watch video instead of reading text

Find more success stories at [technologypartners.net/success](https://technologypartners.net/success) and see how you can utilize our decades of experience to give you added peace of mind. **Together is just better.**