

# CUSTOMER STORY

## TierPoint



**Solution Overview**  
**Products and Services**  
 Security Summit Marketing

**Industry**  
 Information Technology and Solutions

**Organization Size**  
 5,001-10,000

**Country**  
 USA

**Language**  
 English

## TierPoint Omaha Event

TierPoint partners with Extra Mile Marketing to create a memorable 2016 Security Summit

## Understanding Their Needs

TierPoint began hosting their Annual Security Summit in 2012, providing local Omaha businesses an opportunity to learn more about leading technology solutions and strategy development within the security space. By 2016, event attendance grew to over 500 individuals. With this large-scale event, hosted at Omaha's CenturyLink Center, TierPoint turned to Extra Mile Marketing (EMM) for overall production, theming and event management, as well as sourcing and securing the keynote speaker and local charity tie-in. With only a couple of months to complete all that needed to be done, the EMM team got right to work.

## How We Helped

EMM created a customized event planner with actionable step-by-step guidance for pre-event, during and post events items. EMM facilitated all catering and networking needs for the event, creating a menu appropriate for their target audience and working with a local distillery to offer tastings at the post-event reception.

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### How We Helped Continued

With the topic of IT security remaining the focus, EMM also sought to find a reputable keynote speaker who would be entertaining to attendees and would have a deep understanding of security breaches, cybersecurity, and disaster recovery. Serving as the first female Chief Information Officer at the White House, overseeing IT operations for President George W. Bush, having written several publications on IT strategy and cybersecurity, Theresa Payton was the perfect fit. EMM facilitated all the communication and final keynote presentation between Payton and TierPoint executives.

Additionally, EMM sourced a charity that demonstrated the best of Omaha's local security with the Omaha Police K9 Unit. To showcase their local security efforts, during the summit, Sargent Worley and his K9, Tye, demonstrated a drug apprehension for the audience. EMM created a presentation highlighting the organization and informing attendees how the Police K9 Unit would benefit from their donations. The police canine demonstration and the \$5,000 donation was later featured on local news channels.

Going beyond all expectations for the Omaha Security Summit, TierPoint selected EMM for an additional twelve events from Seattle to New York.



“On behalf of TierPoint, we would like to extend out sincere thanks for your participation with this year’s Security Summit and making it such a success! We value your partnership.”

Susan Roth, Marketing Manager, Events & Sponsorship