

# LEAD GENERATING CONFERENCE

Primero *edge*  
STATE SOLUTIONS



## MANAGING PRIMEROEDGE'S IMPACTFUL PRESENCE AT CNAAT 2024

My meticulous management of PrimeroEdge's attendance and thought leadership at CNAAT 2024 resulted in greater brand visibility, more leads than anticipated, and the most well-attended reception the team has hosted. The event was an overwhelming success for PrimeroEdge State Solutions, and I ensured seamless direction of all aspects while continuing to execute other critical marketing campaigns for 3 brands.

## OVERVIEW

The 2024 Child Nutrition Access and Accountability through Technology (CNAAT) conference brought together state agencies and nutrition program professionals. PrimeroEdge, a longstanding state solution software provider, sought to maximize its presence by showcasing its deep expertise in software and food programs. The objective was to enhance brand visibility and generate high-quality leads through meaningful interactions.

This was accomplished through:

- Two expert-led presentations
- Two quick and impactful demos
- A "Tech and Taste" reception
- High exposure with 10 teammates attending
- Attending networking sessions







## SOLUTIONS

- **Streamlined Internal Collaboration:** Group chats and regular meetings aligned teams on deliverables. I also created a comprehensive FAQ document that covered all essential details, including the agenda, travel and logistics, and expectations of their contributions.
- **Targeted External Communication:** I sent pre-show and post-show emails that looked like personal invitations from our sales reps. I guided our social media presence while designing presentations and flyers that highlighted our brand story and software. Our messaging was clear and impactful.
- **Logistic Execution:** I worked with our business office to arrange travel, lodging, shipments, and meals. Finally, I coordinated with the hotel and vendors to oversee decor and event set up.



## CHALLENGES

Achieving visibility was complicated by USDA guidelines that discouraged favoring any vendor. Additionally, managing an out-of-state event of this scale on my own for the first time added to the complexity of balancing these constraints while ensuring everything smooth operations.

### 1. BRANDING RESTRICTIONS

Limited branding opportunities due to USDA regulations, including prohibiting logos or even our brand name on the materials.

### 2. DISJOINTED PRESENTATIONS

Our presentation submissions were combined with unrelated topics from various state agencies, necessitating extra coordination to ensure cohesive content.

### 3. MINIMAL RECEPTION PROMOTION

Organizers discouraged promoting the non-compete reception during the conference.

## KEY RESULTS



9 LEADS & 2 DEMOS



40 RECEPTION ATTENDEES



200K PROJECTED REVENUE



689% ESTIMATED ROI

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