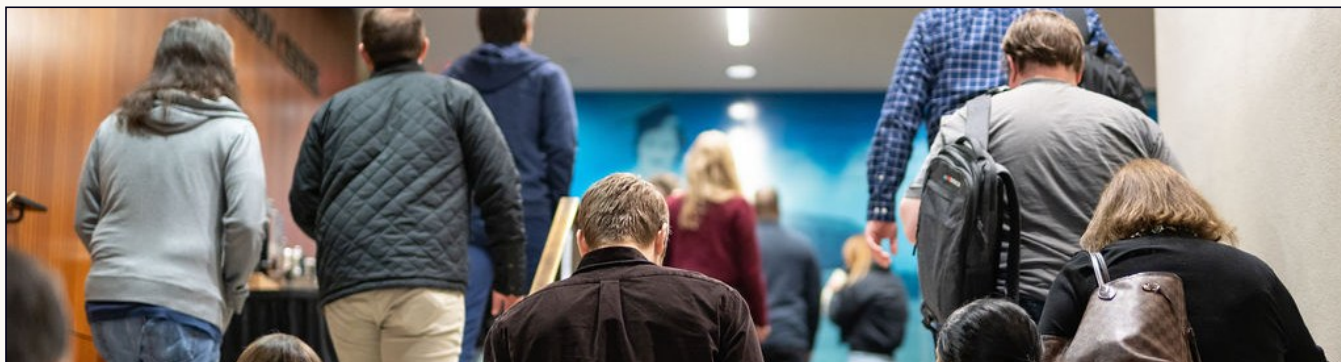


Sales Kickoff for a 300-Person Tech Company



Attendees moving into the opening general session — one of more than twenty room turns across the four-day run-of-show.

THE CHALLENGE

A high-growth technology company needed an annual Sales Kickoff that did more than deliver information — it needed to fire up 300+ salespeople, align them on GTM strategy, and send them into the year motivated and ready. The event had to balance executive keynotes, team breakouts, awards and off-site experiences without losing momentum.

300+
ATTENDEES

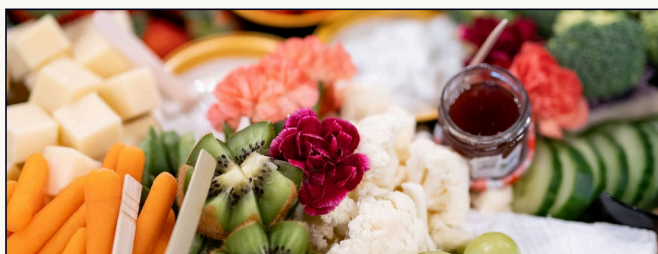
23
COUNTRIES

0
PRODUCTION ISSUES

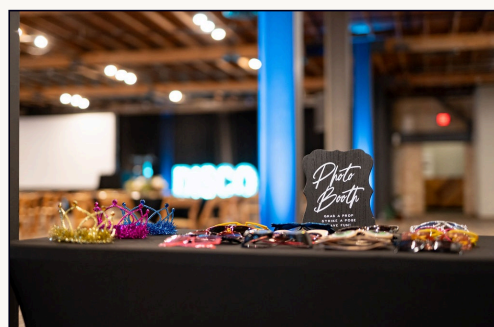
#1
RANKED BEST SKO EVER

WHAT I OWNED

- Owned end-to-end execution: venue sourcing, hotel contracting, AV production, catering and on-site staffing.
- Planned off-site team-building aligned to company culture and sales team dynamics.
- Designed the full run-of-show — keynotes, breakout tracks, leadership dinners and the awards ceremony.
- Managed executive speaker prep, slide coordination and technical rehearsals.



Sales Kickoff for a 300-Person Tech Company



The off-site evening program — a private buyout with live entertainment, themed styling and full food and beverage, built to carry the culture piece of the kickoff.

THE OUTCOME

300+ attendees, zero production issues, and a post-event survey that ranked it the best SKO in company history. Sales leadership reported measurably higher team alignment scores in the 30-day post-event pulse survey.

WHAT THIS DEMONSTRATES

- Experience managing large-scale internal corporate events with complex multi-track programming.
- Sales alignment and GTM-connected event strategy — not just logistics.
- The cross-functional collaboration skills central to a Director or Events Marketing Manager role.

Ready to build a program like this?

rebecca@bex-group.com · rebeccacarmody.com