



SIEMENS REALIZE LIVE

When more than 3,000 attendees gathered at Huntington Place for Siemens Realize LIVE, Siemens needed a local partner who understood how to navigate Detroit's venues, suppliers, and operational complexities. Working alongside Siemens and production partner InVision, Special D Events provided destination expertise, local coordination, and onsite management to bring an ambitious multi-day conference experience to life.

With decades of experience producing events throughout Detroit, we helped Siemens navigate the details that can make or break a large-scale program.

UNIQUE FEATURES

Creating Confidence Through Local Expertise

Producing a large-scale conference at Huntington Place required coordination across multiple venue departments, labor teams, suppliers, and operational partners. Special D Events leveraged firsthand knowledge of Detroit venue operations to anticipate challenges, streamline communication, and keep the program moving through installation, event days, and teardown.

Showcasing Detroit Through Authentic Experiences

Special D Events helped Siemens create a conference experience that felt connected to its host city rather than a program that could happen anywhere. Local musicians, student performers, Detroit-born trends, and interactive activations brought Detroit's culture into the attendee experience while creating memorable opportunities for connection throughout the week.

Navigating a Complex Planning Process

With approximately 50 suppliers considered and 17 local partners supporting the final program, we managed a complex network of local vendors, production teams, and venue stakeholders. As plans evolved, our team identified solutions, coordinated communication, and kept partners aligned allowing Siemens and InVision to rely on one trusted Detroit partner to manage the details behind the experience.

