



PET SUPPLIES PLUS GROUP BIENNIAL EDUCATION SUMMIT

Every year, over a thousand employees, franchise owners, and company leaders gathered for Pet Supplies Plus Group's Summit — a biennial tradition designed to equip store managers with the education and tools to lead, foster networking with suppliers, and celebrate successes from the past two years. The multi-day program blended professional development with recognition, while showcasing the brand's playful spirit and dedication to its people.

Special D Events managed the complete event lifecycle, overseeing registration, air travel, audiovisual production, hotel accommodations, exhibit management, offsite receptions, VIP services, and talent coordination. Our team's focus was on creating a seamless, memorable experience that aligned perfectly with the company's mission and elevated every moment of the Summit.



It was a great event and everyone executed at such a high level. This partnership is special, and I value and appreciate each of you.

NICK RUSSO

Chief Development & Stores Officer, Pet Supplies Plus

UNIQUE FEATURES

Travel Coordination

Bringing together attendees from across the U.S. required more than booking flights. Our planners partnered with travel providers to track hundreds of itineraries, accommodate last-minute changes, address individual requests, and ensure every participant arrived ready to engage fully in the Summit.

Executive Concierge Services

Executives and key sponsors received a personalized, elevated experience throughout the program. From private transportation and exclusive accommodations to on-call concierge support, our team enabled VIPs to focus on networking, learning, and celebrating accomplishments, while all logistical details were flawlessly managed behind the scenes.

Talent & VIP Access

The Summit featured live performances from top Nashville artists, including Chase Rice and the Jenkins Brothers. Special D Events coordinated every aspect of talent management — from signing contracts and arranging travel to fulfilling rider requirements — ensuring VIP guests enjoyed a smooth, high-impact entertainment experience.

8-YEAR CLIENT RELATIONSHIP