Special D EVENTS

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ASCENT TO 55% CONVENING

The inaugural Ascent to 55% Convening brought together nearly 300 education, business, and community leaders to focus on increasing postsecondary attainment and strengthening the state's workforce, helping employers anticipate the challenges of tomorrow while meeting today's labor needs. Convening attendees heard insights from national experts in education, workforce, and business, geared towards helping foster discussions and enhancing connections to build stronger talent pipelines, support skills development, and expand economic opportunity in communities across Mississippi.

Special D Events managed the complete event lifecycle for this 2.5-day convening, from consulting with the client on measurable event goals and objectives, site selection, registration, lodging, parking, rentals and food and beverage. Our team's focus was on creating a seamless, memorable experience that aligned perfectly with the Ascent to 55% mission. and the goals of our client the Woodward Hines Education Foundation.

> *This is just as much of an event success of yours as it is ours. Thank you for everythiing!*
>
> **JACKIE ROGERS**
> Project Manager of Communications, Policy, and Advocacy

UNIQUE FEATURES

Venue Transformation

Convening participants included high-level national experts in the field of post-secondary education. Our objective was to create a meeting environment that met national standards. At the same time, we were intent on sourcing event materials locally whenever possible. The resulting look and feel blended the expertise of both national and local event suppliers and transformed the Jackson, Mississippi Convention Complex (JCC) into an elevated convening destination.

Translating the client's vision into reality required our staff be in constant communication and negotiations with the JCC staff. Our team and theirs collaborated seamlessly to meet the client's needs.