

## Internal Sales Competition (ISC)

### Prospect Profile - Round 1

### Pineapple Events



**COLLEGE OF BUSINESS  
AND INNOVATION**

THE UNIVERSITY OF TOLEDO

*Edward Schmidt  
School of Professional Sales*

#### The Case

In the year or so that you have been out of school, you have found ways to get involved in your local community so you can meet new people, help make a difference, and learn more about your community. You volunteer at the Ability Center and are organizing a 5k to support adults with developmental disabilities. Initially you were worried about taking on such a task but felt comfortable because there is an event planning company taking care of the operational leg work.

When you meet with your event planner, Cory, you were impressed with how well thought out the plan was for the 5k. Pineapple Events does dozens of 5k's a year and does other non-profit, corporate, and private events. As the meeting wraps, Cory hands you a copy of the event proposal, and you notice some wrinkled paper as you have a bit of trouble arranging the papers neatly into your 5k project folder. Cory apologizes for what he called a chronically "sensitive" copier.

You share with Cory what you do at Toledo Distribution Company (TDC)/WorldWide (WW) and how you can iron out their problems. Cory hands you the card for their operations manager, Avery, and tells you to call him/her to discuss further. You call Avery referencing your conversation with Cory and ask for a 15 minute appointment to learn more about Pineapples Events' operations and document needs so you can determine if/how TDC/WW can be a resource. Avery accepts the appointment.

#### Pineapple Events Background

Pineapple Events is a full-service event planning company that helps to plan dinners, galas, golf outings, national meetings, parades, weddings, graduations, bar mitzvahs, etc for corporate and consumer customers.

Pineapple Events has a single office in the heart of a lively downtown. A major factor in Pineapple Events' smooth operations and customer satisfaction is their strong relationships with their network of providers and ingenuity in creating memorable and meaningful experiences. Pineapple Events is well versed with the amenities, vibe, and pricing of all their providers and stays in regular contact to make sure they have their calendars aligned and are on top of the latest entertainment and hospitality trends.

Pineapple Events has a Better Business Bureau (BBB) A+ rating and has been in business for over 70 years. It is privately held, and all of their employees are stockholders to help reinforce their team approach and customer centric culture.

According to LinkedIn and the company website, key figures who currently work at Pineapple Events have been with the company for a range of years.

- Avery Fishwell – Operations Manager. Has worked with Pineapple Events since graduating from college in 1995. Started as an intern doing event management and was a contract analyst after that.
- Drew Joyce - Director of Marketing. Previously worked as a branding lead for a minor league baseball team. Has been with Pineapple Events since 2017.
- Emerson Vera – VP of Client Experience. Been with the company since 2002 and is the son/daughter of Pineapples Events' founder. Worked for the Mid City Visitors Bureau for 8 years and a hotel chain for 2 years prior to Pineapple Events doing business development and community outreach.