Victory Productions, LLC

Our Mission

To serve, guide, and assist our clients to create, engage, and invigorate their brand, association, and events.

4 Step Process

Create

Our team will help you develop or enhance your brand identity in order to flourish within your current core audience. Our Create package service to you will include data and market analysis in order to gather feedback for new development or enhancement of current brand. It will further your current offering and drive new revenue streams in order to deliver the right value to your association audience.

Engage

We will engage in all of your processes, technologies, and team through an extensive audit with the sole purpose of creating and driving efficiency and effectiveness. This audit will help drive out unused or underused technologies to streamline processes and create cost savings while continuing to deliver the same if not higher value to the team and association audience.

Invigorate

Upon the completion of Create and Engage, our team will Invigorate your team and brand through thoughtful suggestions and monthly reviews to allow for successful execution and implementation. This allows our team to monitor your team’s efforts and guide you upon the implementation of the strategies outlined.
Growth Architect

Becoming a Growth Architect for your organization is key to redefining what success looks like for you and your organization. As an architect, there are detailed processes and procedures put in place on a solid foundation to build higher and wider. Once you take a step outside your circle, you begin to see a whole new way of redefining your success and your organization. This last part of the process, is a continued training from start to end during the entire first three steps along with the monthly check ins. Once you and your team are trained to be growth architects, your organization can continue to flourish while taking a continued deeper look into your circle.

Deliverables:

- Interviews with your market audience (members, prospects, attendees, exhibitors) to gather feedback on value provided and value wanted. Strategy suggestion to provide value wanted.
- Strategic Analysis on event or membership. Categories analyzed to determine stability, growth, and potential new verticals for expansion.
- Deep dive into expenses, P&L, technologies, and processes with full write up of strategies to help streamline, cost save, and drive more efficiency for the organization. Interviews with staff to dive into their individual processes and roles and suggest efficiency drivers.
- Full implementation guide of new strategies outlined for effective execution and additional revenue.
- Ongoing training throughout the entire process for team members to have the ability to think as growth architects.

“Victory Productions, LLC has helped re-shape our value and drive further growth for our organization. Their attention to detail and creativity above all else helped spark a collaborative environment that re-invigorated our culture and engaged our audience.”