

Among Friends Women's Conferences

About the client: Hosted by award-winning singer/songwriter, and author Kathy Troccoli, Among Friends Conference offers women a refreshing weekend full of encouragement, inspiration and laughter featuring music by Kathy Troccoli and special guest speakers including Anita Renfro, Chonda Pierce, Ellie Lofaro, Lisa Harper, Carol Kent and Donna VanLiere.



Objective: Kathy Troccoli contracted Synergy Production Group to produce and develop the Among Friends Conferences. Kathy came to Synergy with a working concept of a unique women's event and was looking for help in launching the conference. Synergy designed a unique look for the Among Friends event including creation of a custom logo and development of a mobile set, complete with a lighted background, podium and director's chairs. Synergy also worked to create a program that brought a fresh and modern approach to a weekend women's event, incorporating Troccoli's natural humor, music ministry and guest speakers. In addition to consulting on various other aspects of the event, Synergy also provided full production support and personnel for the two launch conferences.

Services provided by Synergy Production Group:

- Creation of Custom Logo and Among Friends Branded Material
- Develop Theme and Craft Messaging for the Conferences
- Program Development
- Minute-by-Minute Programming
- Design Conference Presentation
- Set Design and Fabrication (including modification for touring model)
- Event On-site Survey and Assessment
- Outline Production Expenses
- Event Management Manual
- Event Signage
- Event and Production Management

Results: The two launch events hosted almost 1700 ladies with 90% of survey participants indicating that they would attend the event again and bring a friend. Survey results revealed that the intimate nature of the event set it apart from other conferences and was one the top reasons women gave for why they enjoyed the weekend. The program was spot on with 86% of women stating that the program mix of music, teaching and worship was just right. Kathy Troccoli and staff were thrilled with the results Synergy delivered and continue to look to Synergy for further event development needs.

