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DUNKIN' BRANDS GLOBAL CONVENTION

Dunkin' Brands Global Convention

NEXT IS NOW

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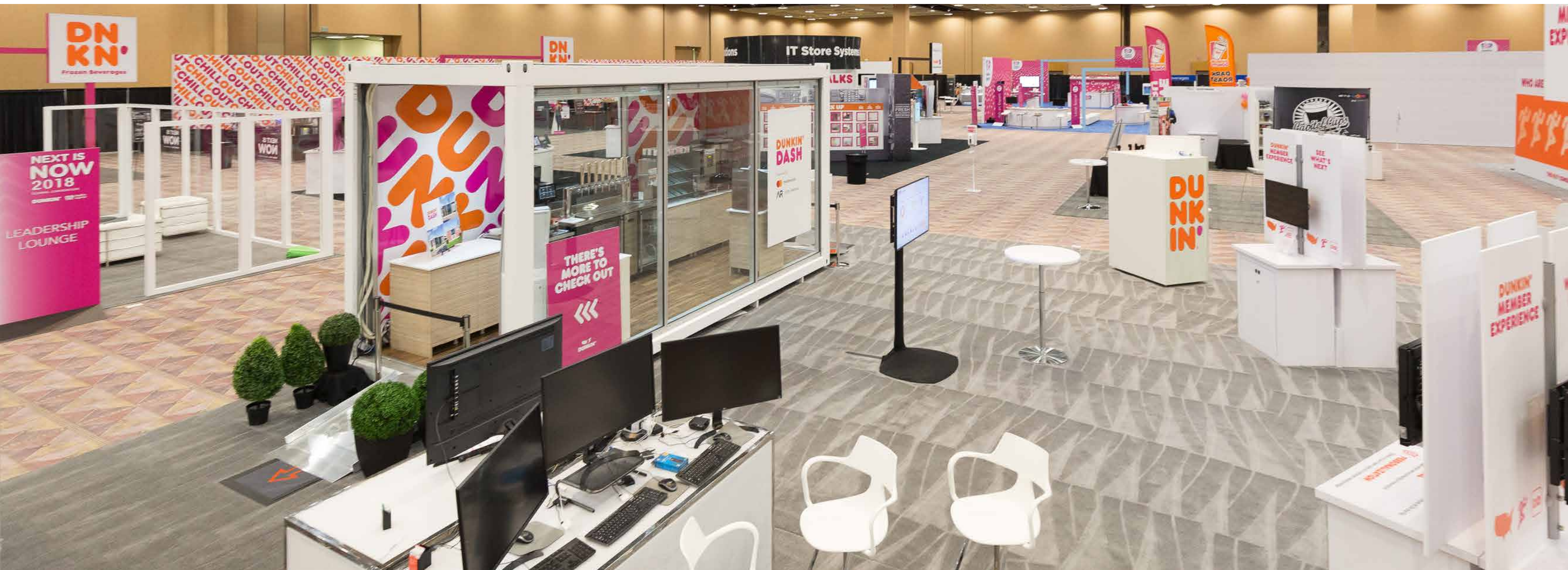


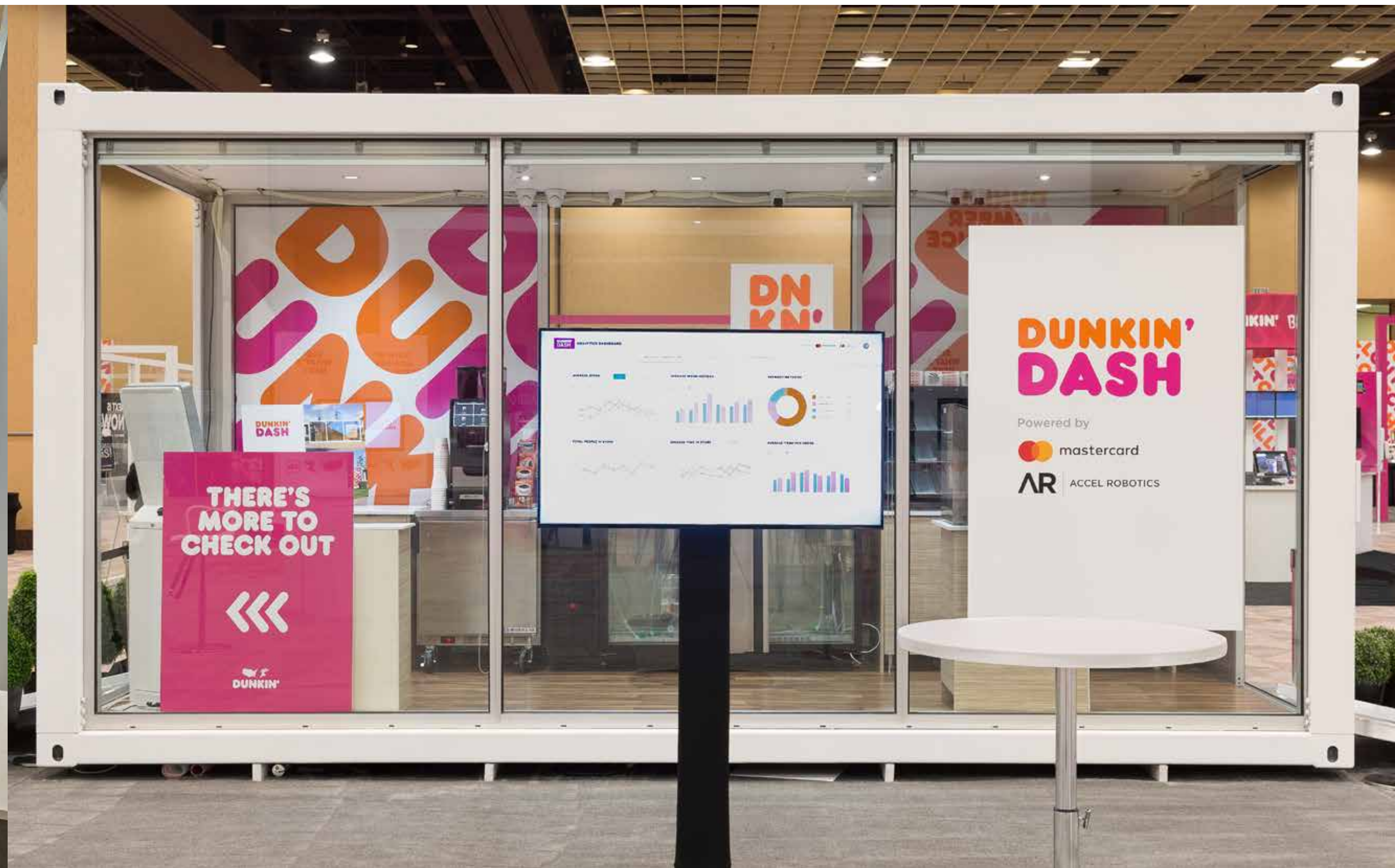
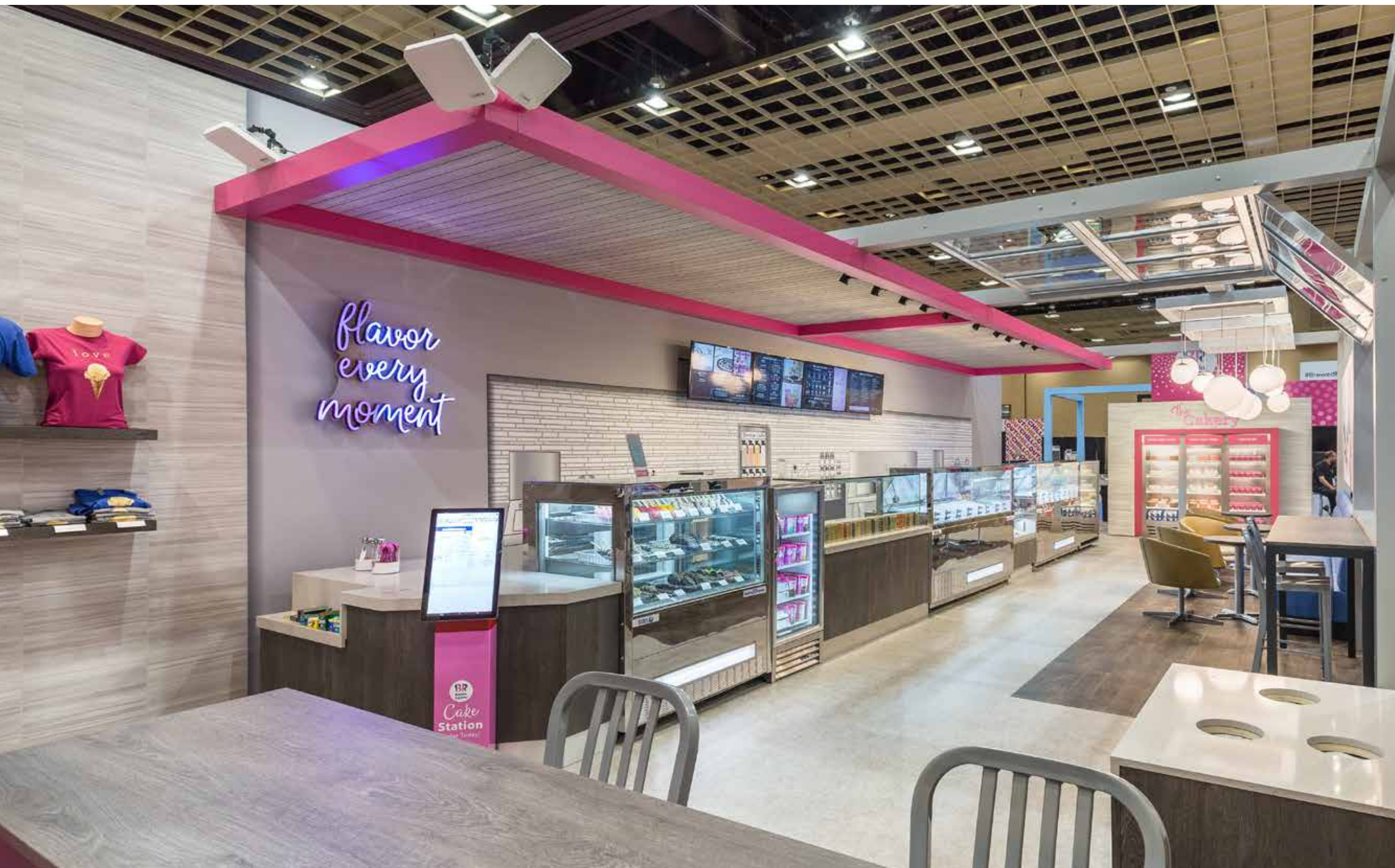
Challenge

To introduce the latest evolution of the Dunkin' brand while promoting the next generation of stores to franchisees at the Dunkin' Brands Global Convention in Las Vegas, Nevada.

Solution

A bright, fun, interactive event highlighting the brand's new look, redesigned stores, fresh fare and vendor innovations to generate franchisee excitement and show what's new at Dunkin'.





The 2018 Dunkin' Brands Global Convention was Dunkin's first convention in nine years. The convention's goal was to allow franchisees to experience the new Dunkin' face-to-face and provide input on the additions and updates designed to take their businesses to the next level.

While the clearest indication of Dunkin's evolution was dropping Donuts from their name, the brand was making other changes as well. **To show them off, Dunkin' wanted to go beyond the typical conference vibe to create an energetic and buzz-worthy atmosphere. As the event's General Contractor, we were tasked with delivering it.**

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We met with the Dunkin’ team over several months, discussing their still-evolving concepts, vision and brand. We put together a plan for the attendee journey and experience, created branding and wayfinding elements and coordinated a pool party and other offsite activities in addition to organizing, designing, fabricating, shipping and executing almost every aspect of the event.

The convention’s “Next is Now” theme was threaded throughout—from breakout sessions with brand leadership to culinary and digital showcases on the show floor. These included next-gen Dunkin’ and Baskin-Robbins pop-up stores complete with food prep and storage areas for franchisees to explore the new look and sample new products.





Making the pop-ups functional restaurants created some of our biggest challenges. As part of their new menu offerings, Dunkin' introduced cold brew, lattes and espresso to their coffee mix, but the pH level of the venue's water wasn't up to standards. So we brought in a filtration system to support the 30 coffee machines required to keep the convention running on Dunkin'.

Another hurdle was food storage. Dunkin' gave vendors a week to ship food in advance of the show. To store it, we had to find a cold storage facility that could not only keep 25,000 pounds of food cool but also freeze ice cream at -20 degrees—not an easy feat in the desert!

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We arranged for the food to be transported from cold storage to the venue, where there had to be a place to prepare and serve it. We created and stocked three working kitchens and prep areas, which required 26 refrigerators, 40 freezers, 150 stainless steel prep tables, 800 baking sheets and numerous blenders, microwaves and utensils. Following the event, we coordinated the donation of four 53-foot trucks filled with leftover food.

Dunkin’ was impressed with our ability to deliver exactly what we promised: 4,300 attendees, 185,000 square feet, 392 exhibitors, 662,931 pounds of freight, 4,298 project hours and, of course, one very happy customer.



Say hello.

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