

CASE STUDY

PRODUCTION

OUR CLIENT

StoryBrand, founded by renowned author, public speaker, and business leader Donald Miller, is a premier marketing and messaging company dedicated to helping organizations clarify their message. The company's core mission is to empower businesses to create customer-centric messaging that stands out, drives growth, and ensures their brand story truly resonates with their target market. Through proven frameworks, live workshops, and expert coaching, StoryBrand equips leaders with the exact tools they need to cut through the noise, connect deeply with their audience, and build a thriving brand.

THE PROJECT

- Corporate Event at Hotel Venue
- Audio, Video, LED, and Lighting Solutions

THE OBJECTIVE

The Coach Builder Summit is a fast-paced event designed to equip aspiring and established coaches with the exact tools needed to build profitable practices. Hosted by Donald Miller, the summit's primary goal is to provide attendees with an actionable blueprint for attracting clients and scaling their impact. To support this, a key production objective was to find a highly efficient, cost-effective AVL setup that strategically utilized labor and resources to maximize the room's visual impact. CTS was brought in to design and deploy this fully integrated solution across a dynamic lineup of keynotes and practical sessions. By the end of the conference, StoryBrand's vision is that every attendee leaves armed with the knowledge to turn their individual expertise into a sustainable, high-growth business.



OUR SERVICES

- Hotel Venue Coordination & Logistics
- Hotel Floor Plans
- Onsite Project Management
- Full AVL & Creative Design
- Full Event Staffing & Operators
 - Audio, Video, LED, & Lighting Crew
 - Event Operators for Execution

THE RESULTS

As a result of CTS' fully integrated AVL deployment, the Coach Builder Summit was a highly interactive and seamless experience from start to finish. By replacing traditional left/right projection and expensive hotel rigging with a ground-supported LED design, we helped the client significantly reduce costs. Consolidating their budget from multiple vendors into one streamlined package not only saved money but maximized the overall visual impact in the room. Attendees were able to fully immerse themselves in the fast-paced keynotes and practical sessions, leaving equipped with actionable strategies to grow their businesses. Most notably, successfully executing Donald Miller's vision for this high-impact corporate event laid the foundation for a strong, long-term relationship, and CTS has proudly partnered with StoryBrand on numerous events since this event.



**CONNECT
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