



# How to manage employee and participant activities with Smartsheet

Populous and M2 Strategy

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# How Does this Session Apply to You?

It's an everyday use case that promotes innovation!



## Common Use Case

- Employee orientation and onboarding
- Team events
- Training events
- List goes on and on



## User Friendly

Allows you to create a user-friendly process that is secure, repeatable, and scalable



## Visibility

Allows for quick and efficient tracking and trending via dashboards and reports

# Presenters

Certified Smartsheet Experts with an Event Planning Guru



**Storey Sadler**

*Senior Event Coordinator*  
Populous



**Alise Herring**

*Principal Management*  
*Consultant*  
M2 Strategy

*Smartsheet Solutions Architect,*  
*Smartsheet Sales Engineer*



**Josh Askins**

*Senior Management*  
*Consultant*  
M2 Strategy

*Smartsheet Solutions Professional,*  
*Smartsheet Sales Engineer*

# Agenda

What are we discussing?

**1**

The Why

**2**

Overview of  
Solution

**3**

Demo of  
Solution

**4**

Questions and  
Answer Session

**POPULOUS**

  
**M2 STRATEGY**

## **Who We Are**

**Brief over of both companies**



# POPULOUS<sup>®</sup> at a Glance

Coordinates, plans, and executes some of the largest sports events in the world

## Company Overview

- Global event management firm
- Headquarters in the Kansas City, MO with employees across four continents
- Named Fast Company's most innovative company in architecture
- Designed and delivered some of the most iconic stadiums & sports events worldwide

## Representative Events



INVICTUS  
GAMES

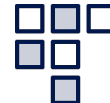


DEPARTMENT OF DEFENSE  
WARRIOR  
GAMES



**\$60B**

Value of Spaces  
Designed



**40**

Years of  
Experience



**3,500**

Total Projects  
Managed

# M2 Strategy (M2) at a Glance

Platinum Smartsheet Partner with experience across nearly every sector



## M2 STRATEGY

### Who We Are

- Management Consulting firm established in 2003
- Headquarters in the Washington, DC area
- Solutions-driven firm focus on repeatable solutions

## Proven Methodologies that Drive Results and Quality



**90+**

Federal Smartsheet Solutions



**220+**

Commercial Engagements



**\$81M**

Active Contract Value

**100%**

Certified Consultants



**97%**

Employee Satisfaction







# Case Study **Warrior Games**

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# Case Study: **Warrior Games**

## EVENT OVERVIEW

**6**  
Teams

**1,500+**  
Total Registered  
Attendees

**250+**  
Competitors

**10**  
Days of  
Competition

**11**  
Sports

**262**  
Competitions



# Case Study - Warrior Games

## CHALLENGES

Role Based Access  
Required to Restrict  
Sensitive Data

No Way to Track  
Progress of  
Registration

Need to Export Data  
Seamlessly to Other  
Systems

Require Safe and  
Secure Platform for  
PII Data

Needed to leverage  
reminders and  
notifications to  
teams

Required to be  
easily accessible  
on-site for check-in

# What We Did

Developed an event registration system using Smartsheet WorkApps and Dynamic View to create custom views based on specific teams and roles

Registration Framework

Developed end-to-end registration process in Smartsheet

Real-Time, Tailored Views

Interactive registration dashboard and Dynamic Views to access key information and track registration progress

WorkApps to Customize Access

Assigned WorkApp roles to each team's leadership, so that each member sees only relevant and pertinent data

Simple, Intuitive Interface

Designed solution to be easily navigable without a background in Smartsheet

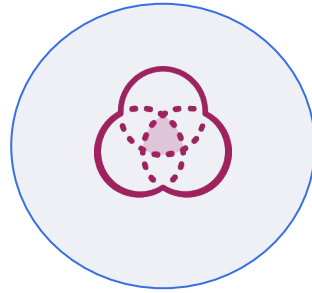
# Results - User Friendly Event Registration

Optimized the registration platform to support thousands of registrations real-time



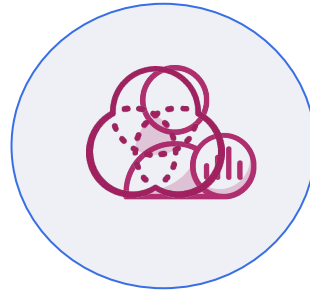
## Repeatable

Success of the solution resulted in the adoption for additional events



## Transparent

Increased visibility into registration progress



## Secure

PHI and PII information protected



## Effective

100% Usage across teams



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**WARRIOR  
GAMES**

# Demo - Warrior Games

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**M2 STRATEGY**

# Question and Answers

**We'd love to hear your feedback and answer any questions!**



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# THANK YOU!

greatly appreciate your time and please reach out with any questions!

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## Take the survey

We'd love to hear your thoughts on the session.

**Open this session in the mobile app, click "Survey,"  
and answer two questions — it's that easy!**

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