National Association of Industrial Office Parks

National Association of Industrial Office Parks | Managing Back-to-Back Industry Events

CHALLENGE

Each year, Houston's chapter of the National Association of Industrial Office Parks (NAIOP Houston) recognizes and honors Houston's most respected and successful commercial real estate brokers by presenting them with the prestigious Broker of the Year Award. In 2017, NAIOP enlisted the support of Pierpont to help with the planning and execution of their 29th Annual Broker of the Year Awards ceremony.

OBJECTIVE

Pierpont organized the event and assisted in multiple areas of planning, including event logistics and media relations. Pierpont also redesigned event invitations and award materials, assisted with scriptwriting, shot and edited video footage, and helped manage day-of-event coordination.

APPROACH

Following the Broker of the Year Awards, NAIOP reenlisted the support of Pierpont to plan and execute the Howard W. Horne Legacy Award gala. Pierpont again managed event logistics and media relations, securing a Houston Business Journal profile on the honoree, Ed Wulfe.

RESULTS

Pierpont successfully produced two events within a three-month span that highlighted individuals who demonstrate leadership, integrity, and the highest contributions to the industry.