

Kara Hoover - Director, Strategic Events

Press Ganey | Forsta

Work Highlights



Press Ganey | Forsta



Responsibilities

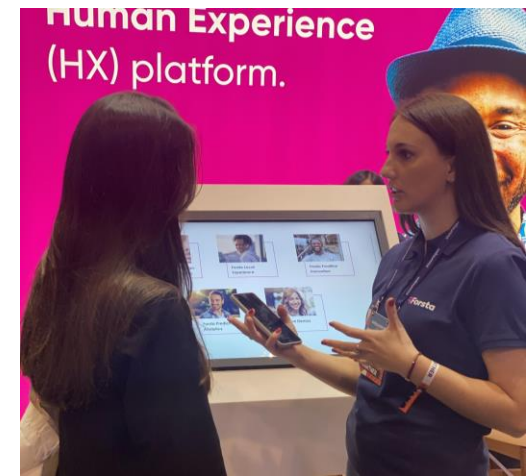
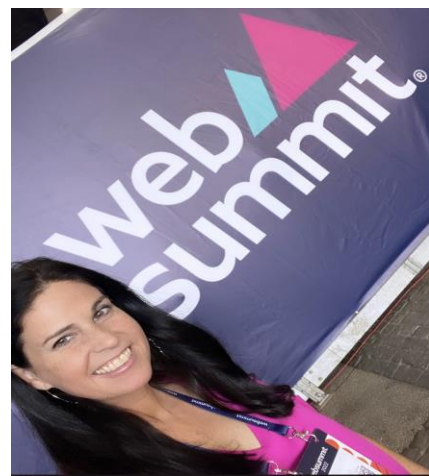
- Holistic planning and execution of 20-40 yearly global events including: trade show exhibitions, keynote addresses, event sponsorship, private dinners, 2K attendee annual client conference, national sales meeting, proprietary summits with events budget of over \$2M
- Determined event priorities and aligned with C-Suite Executives on event objectives and deliverables
- Managed competing company demands to meet sales targets through lead generation events
- Successfully tracked/reported lead generation and ROI for each event via Salesforce Campaigns
- Established strategic operations protocol for Press Ganey industry events
- Led extensive project to design/build modular booth collection
- Trained and mentored three direct reports and three contracted event partner professionals
- Managed vendor relations, financials and large event construction/deliverables of General Services Contractors in US and Europe

Putting
Human Experience
at the heart
of healthcare.



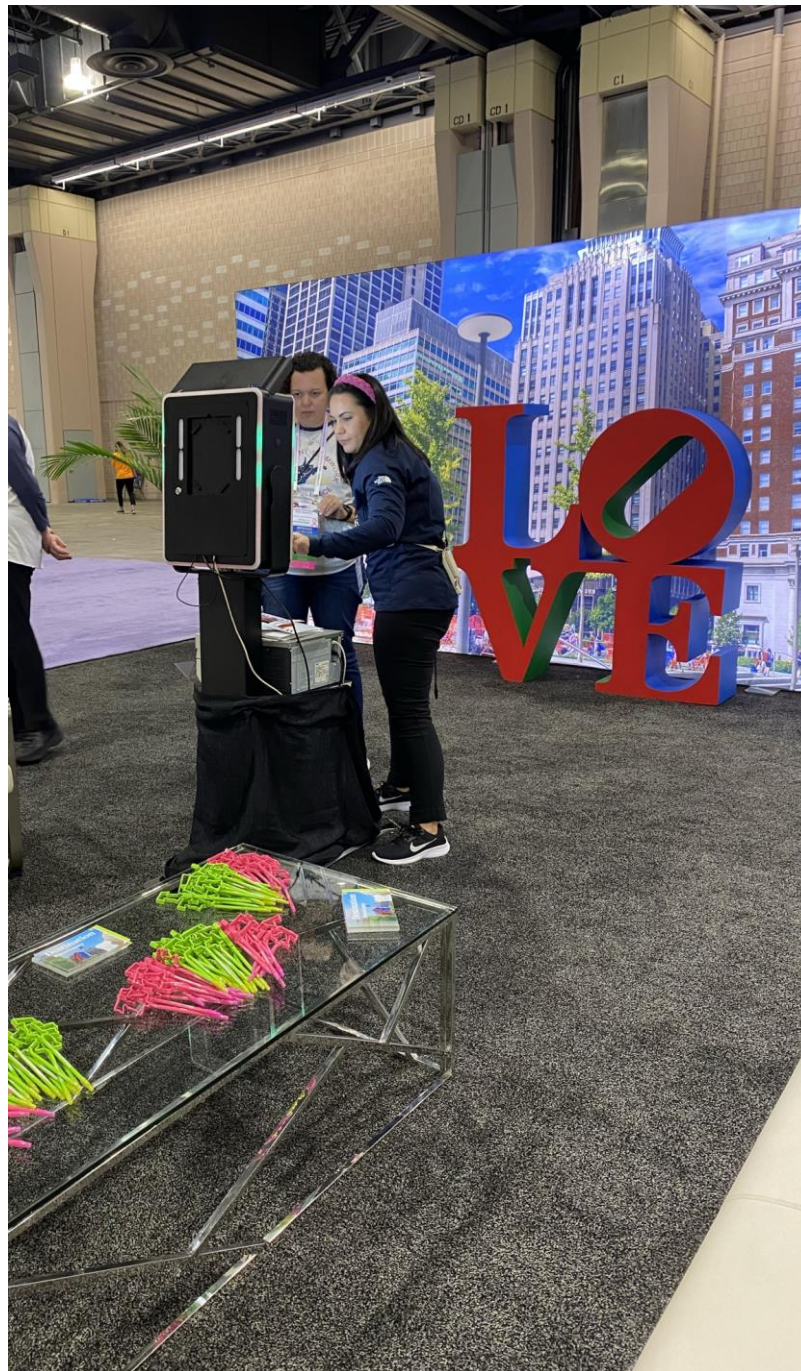
Global Tradeshow Exhibits:

Booth design/construction in partnership with General Services Contractor, booth/materials logistics, holistic booth staff management, collateral and promotional items, event sponsorship deliverables, contract execution, content curation, social media coverage, onsite media interviews









 Press Ganey







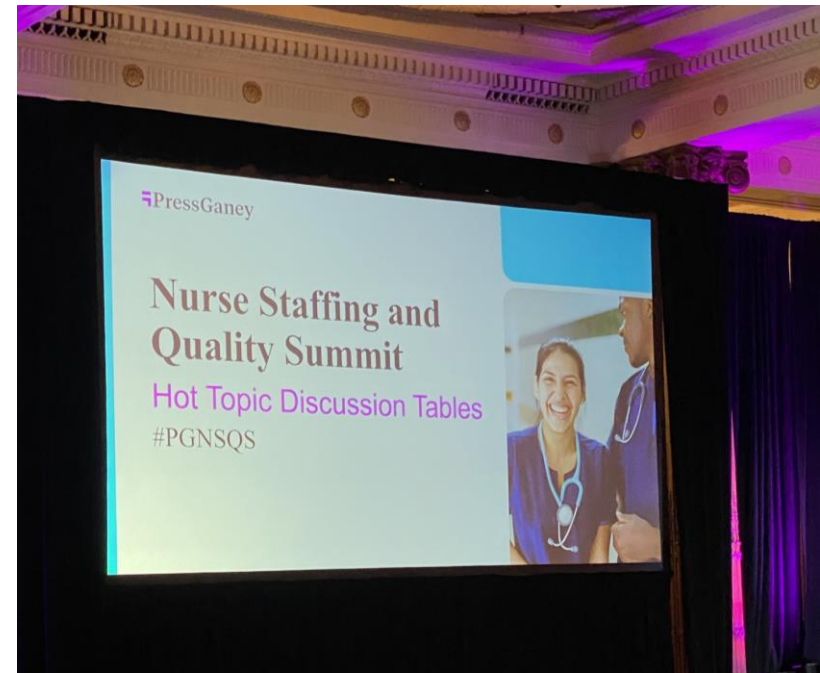
Client Summits:

Venue sourcing, F&B, AV,
collateral/signage, attendee
management, content management,
onsite transportation









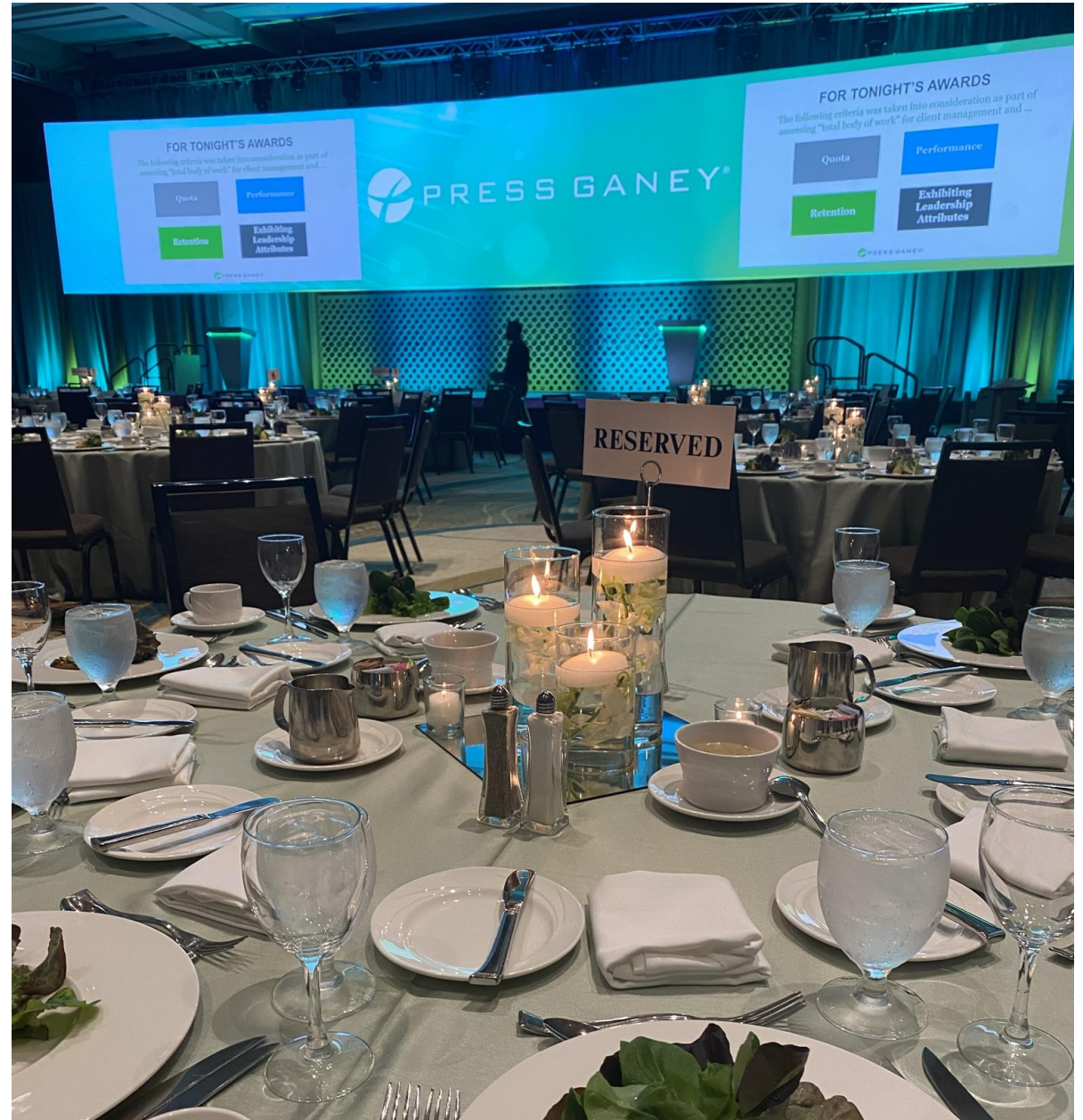
 PressGaney

National Sales Meetings:

Venue sourcing, F&B, AV, collateral/signage, attendee management, content management, program run-of-show, onsite execution, team building excursions, entertainment, branded promotional items







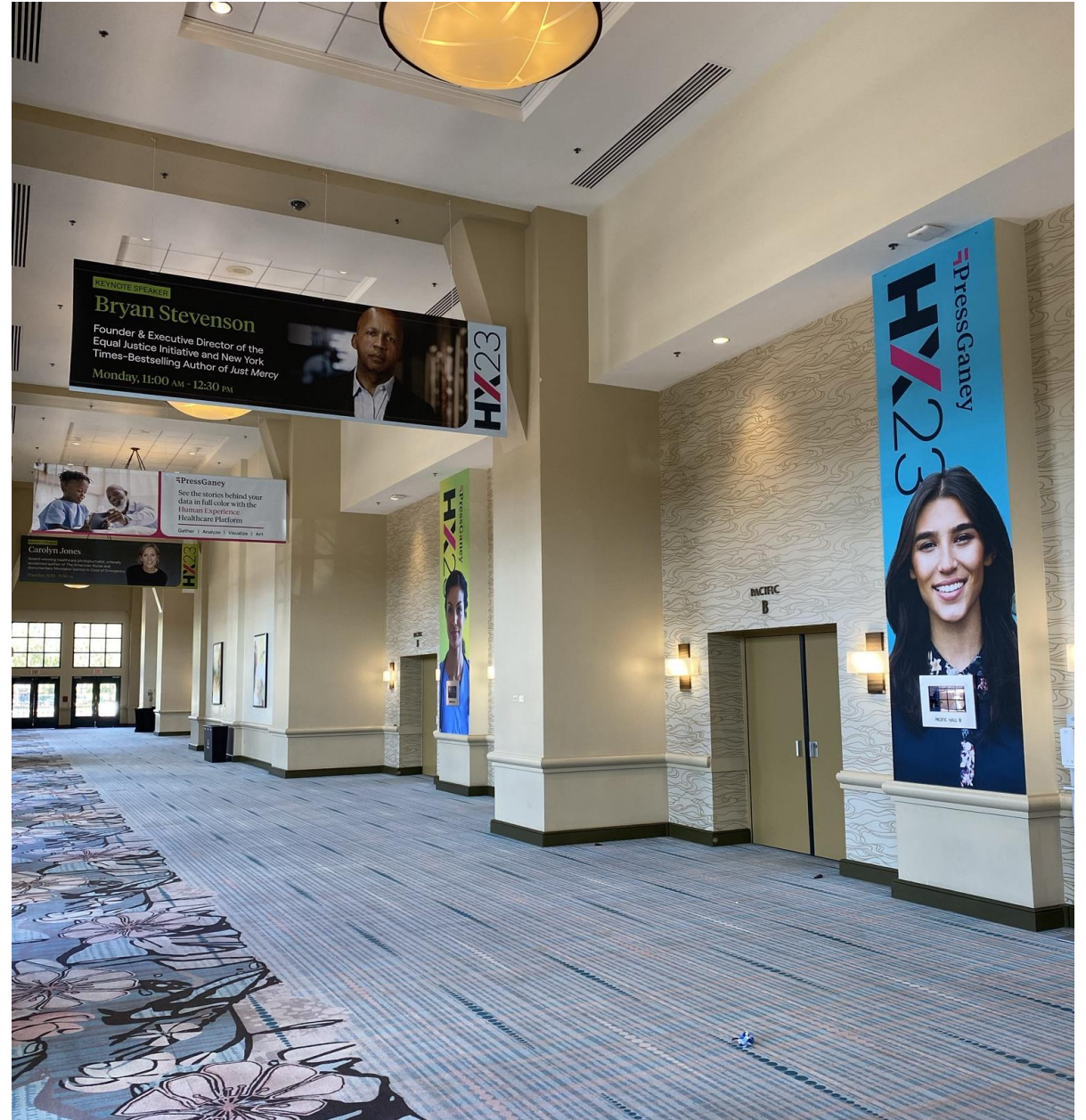
Private Dinners:

Venue sourcing, menu selection, AV,
transportation, attendee management



Press Ganey Client Conference: 2K+ Attendees

Venue sourcing, F&B, AV, collateral/signage, attendee management, content management, program run-of-show, onsite execution, entertainment/excursions, branded promotional items, solutions showcase space designed/constructed in partnership with General Services Contractor, 67 ancillary client receptions









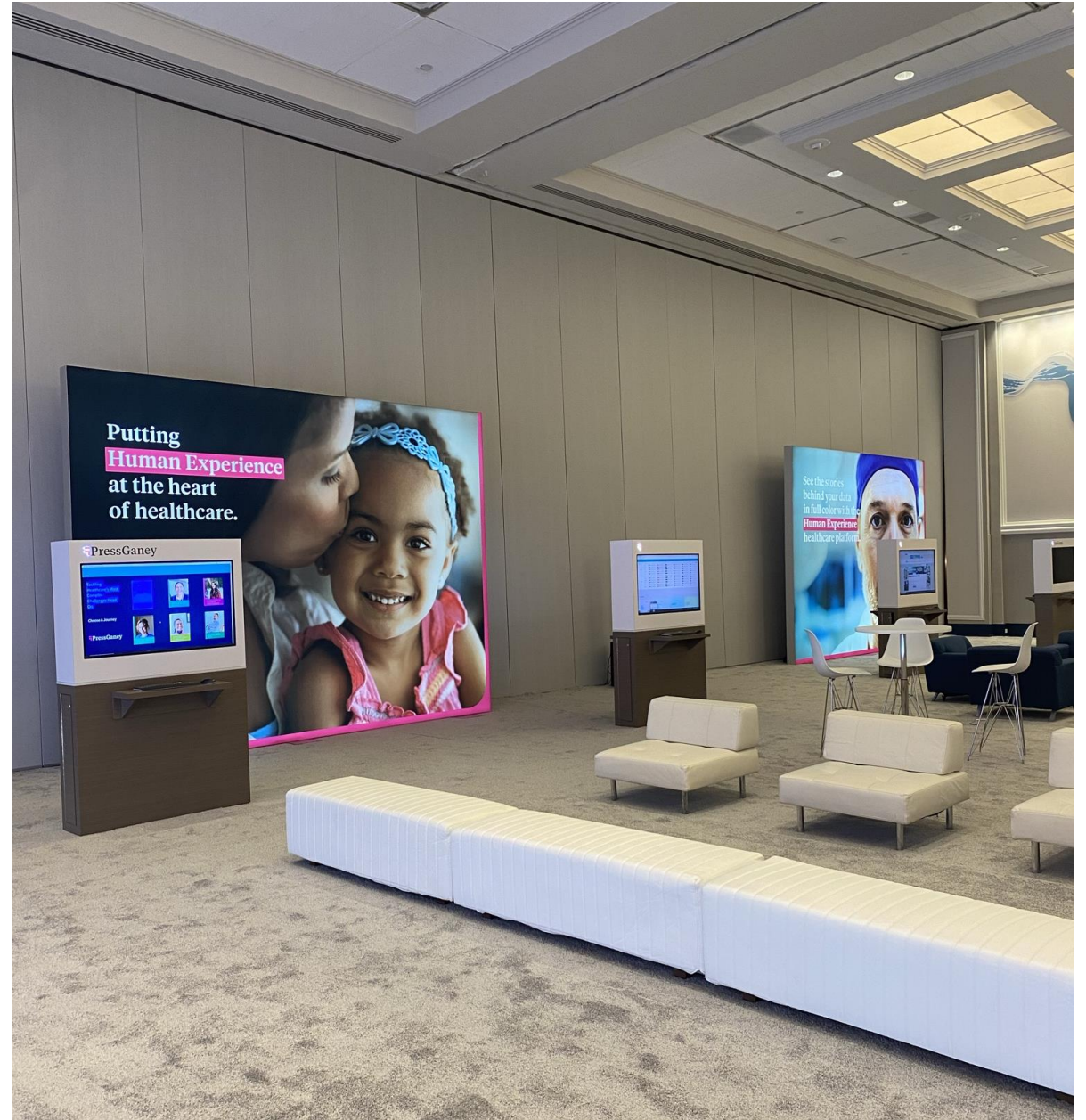


Sheryl Crow

Nine-Time Grammy Award Recipient and American Music Icon

PREBB GANEY





Event Promotional Collateral & Giveaways

Image/item selection, copy writing



Destination PressGaney

Orlando, FL

PressGaney

Thank you for stopping by to visit with our Press Ganey team.

We are here this week to share how you can see the stories behind your data in full color with our Human Experience Healthcare Platform. Our HX platform allows you to **Gather Voices | Analyze Data | Visualize Insights | Act Quickly.**

Take a tour of our **solutions!**



We are thrilled you've joined us in Orlando!

- Press Ganey

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Destination Press Ganey: Orlando

- Postcard
- Booth Resources Sign
- Social Media Tile



Press Ganey

39,646 followers

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Are you attending the 2022 **IHI** Forum?

Be sure to stop by Destination Press Ganey to learn about our **#HX** Healthcare Platform!

PressGaney

IHI Forum 2022

📍 Orlando World Center Marriott
8701 World Center Drive, Orlando, FL

December 4-7, 2022

Stop by **Press Ganey**
Booth #412





PressGaney

We're thrilled you've joined us in Philadelphia!

We invite you to visit us at the Press Ganey booth #1723 and our Destination Philadelphia Press Ganey Lounge at #1760 to take a moment to relax, take a photo of your adventure here and celebrate your commitment to nursing excellence.

Take a tour of our solutions!

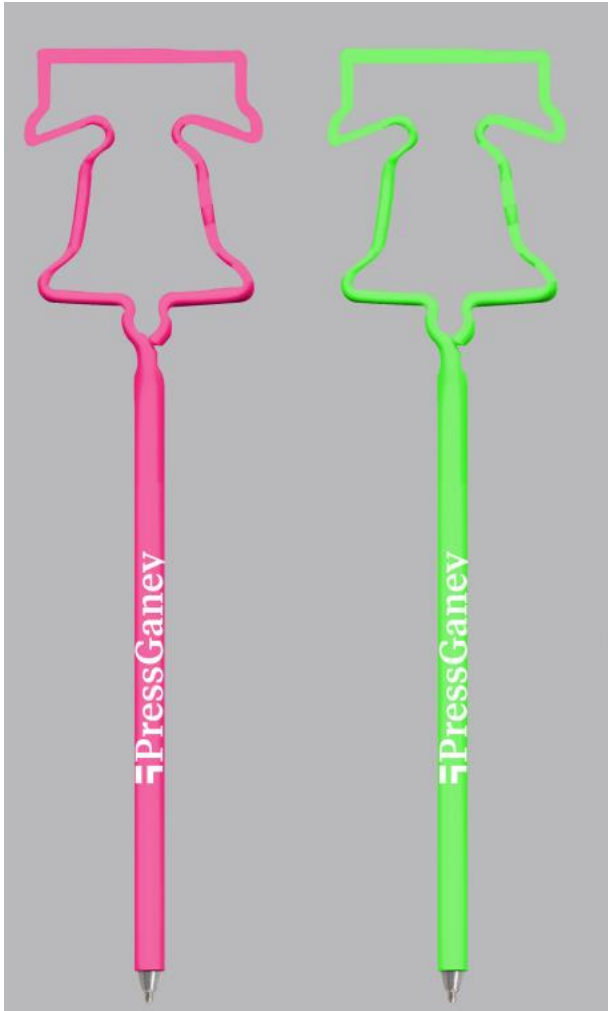


Cover photo:

Love Sculpture

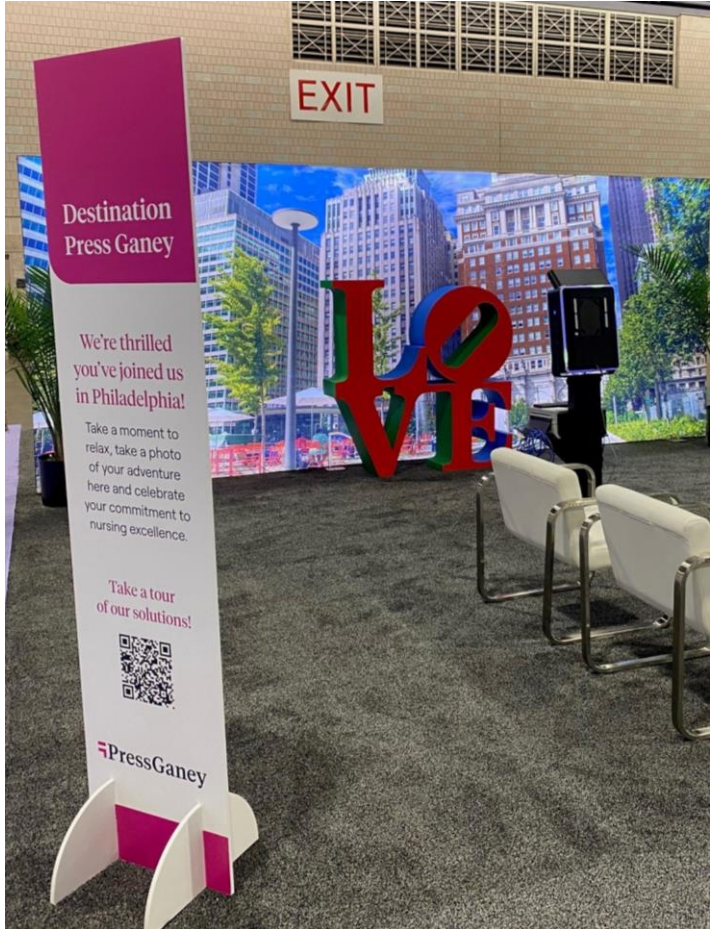
N 15th St & John F Kennedy Blvd

Philadelphia, PA 19102



Destination Press Ganey: Philadelphia

- Postcard
- Branded Liberty Bell Pen
- Destination Press Ganey Photo Lounge





Las Vegas, NV

Destination PressGaney

Destination Press Ganey: Las Vegas

- Postcard
- Booth Resources Sign
- Social Media Tile



Take a tour of our solutions!



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Destination

PressGaney

San Diego, CA

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Take a tour of our solutions!



We are thrilled you've joined us in San Diego!
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Take a tour of our solutions!



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Destination Press Ganey: San Diego

- Postcard
- Booth Resources Sign
- Social Media Tile
- Branded Sailboat Pen

PG Press Ganey
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We are excited to be attending the 13th Annual **RISE** Star Ratings Master Class in San Diego, CA!

Be sure to stop by the Press Ganey booth to learn more about our **#HX** healthcare platform.

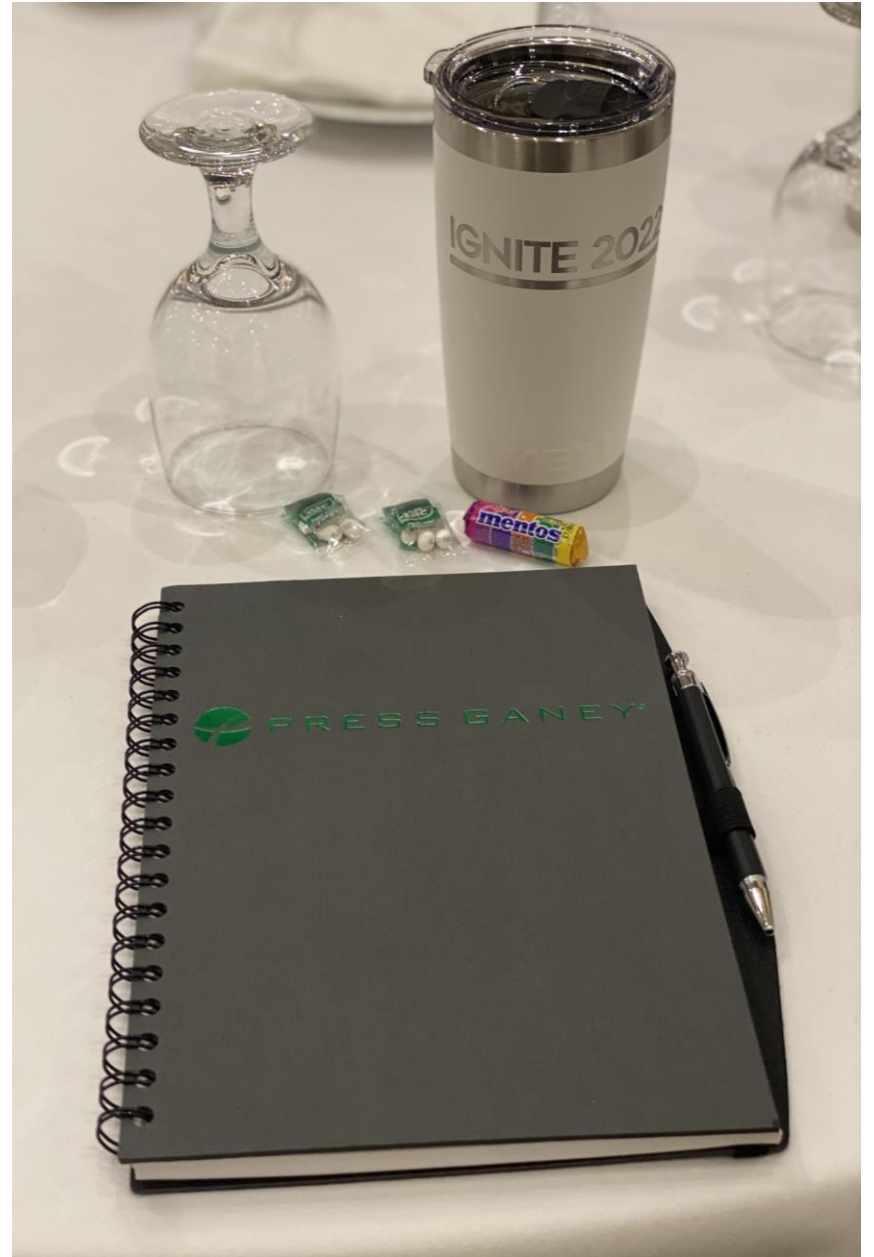
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Rise Star Ratings Master Class

InterContinental San Diego
December 13-15, 2022

Be sure to stop by the **Press Ganey Booth!**





Social Media Promotion



Forsta

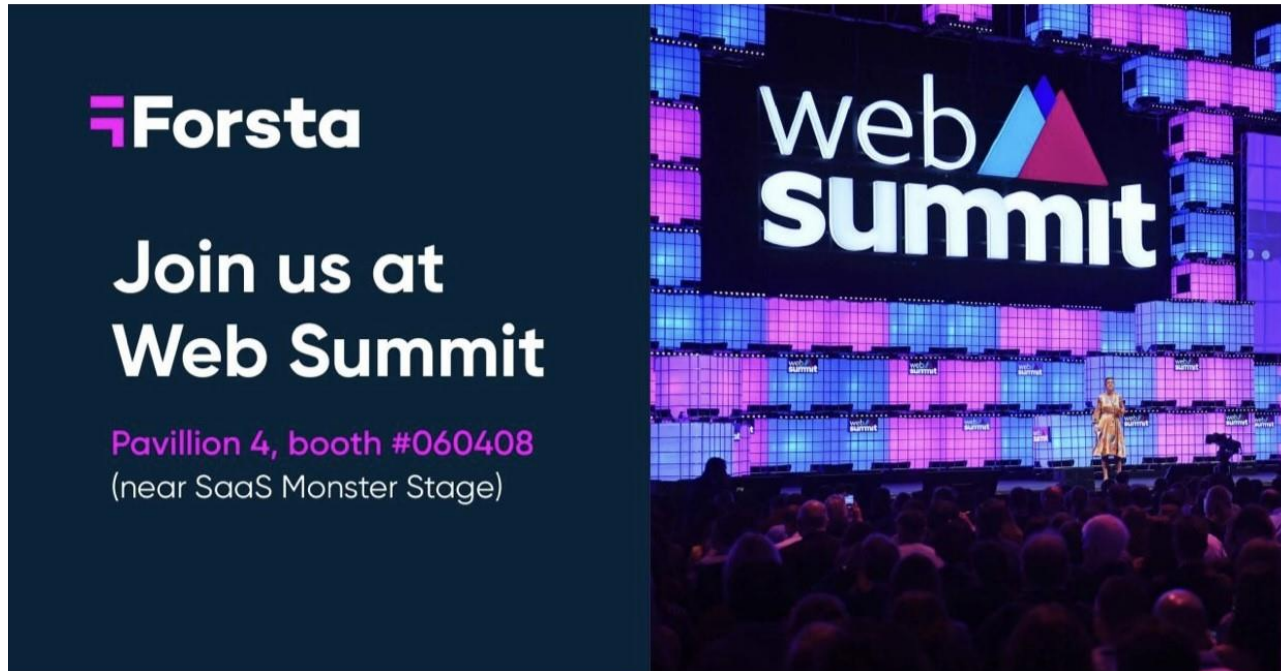
23,197 followers

11mo • Edited • 🌐



The Forsta team will be on the road next month, heading to **Web Summit 2022**! If you're attending, be sure to swing by our booth (#060408 @ pavilion 4) and say hello 🙌

#WebSummit #TechEvents #Forsta



Forsta

23,197 followers

10mo • 🌐



We're extremely excited to be part of **Web Summit 2022**. If you spot the Forsta gang, be sure to say hello. You can't miss us!

#WebSummit2022 #WebSummit #HumanExperience #HX #Storytelling #CX #CustomerExperience #tech #insights



👍❤️🌱 244

5 comments • 13 reposts

Way to kick off #HX23! Our keynote speaker, Bryan Stevenson, left everyone SPEECHLESS! What was everyone's favorite Bryan quote...we have too many to count! 🙌



PressGaney
HX23
FEB 6-8, 2023 | ORLANDO, FL

Press Ganey's first
Human Experience (HX) Conference

“Sometimes the way we reduce suffering and create a complete human experience is we get proximate to those who are beaten down, excluded, or lost their way. We reaffirm their humanity and dignity. It is not enough to just be present. It is not enough to just understand the data. We must act on the data in ways that are tangible and felt.”

Bryan Stevenson
Keynote Speaker, Equal Justice Initiative



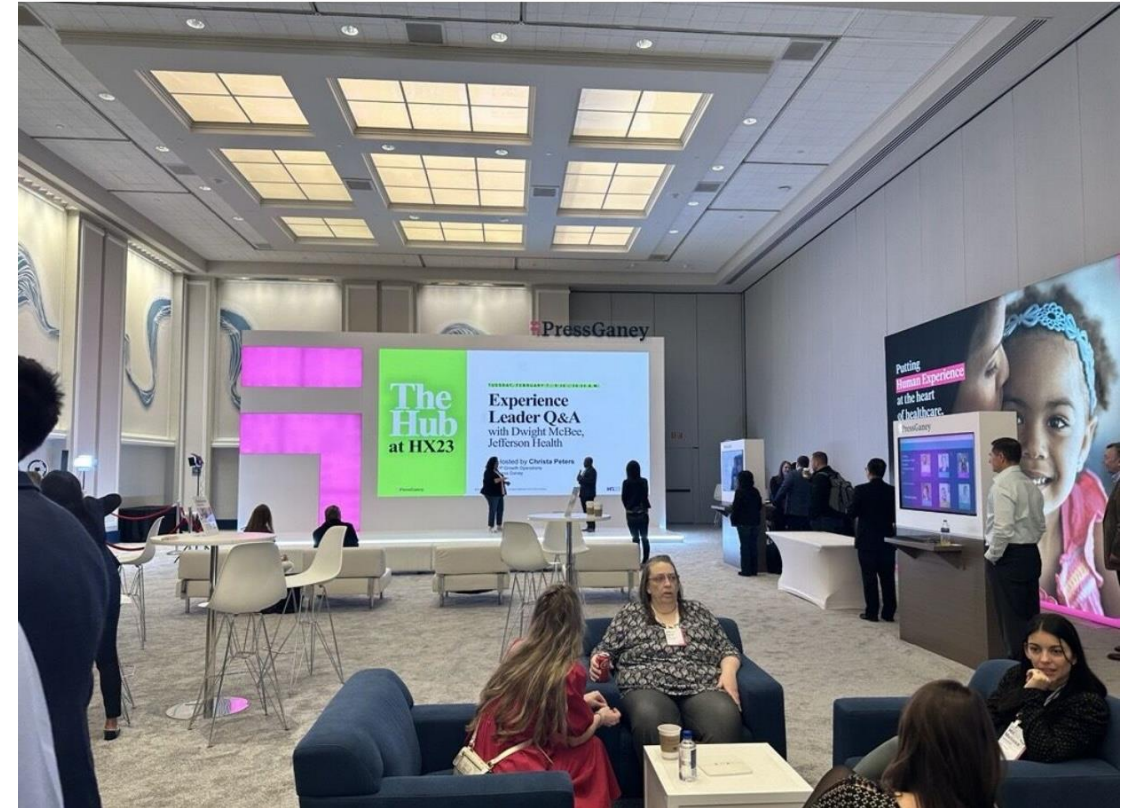
PG Forsta company

👍👏❤️ 136

7 comments • 12 reposts

Experience Leader Q&A in The Hub with [Dwight W. McBee](#) from [Thomas Jefferson University Hospitals](#)!

“Once you get a few PX leaders in a room, magic happens.”
[#HX23](#)





Press Ganey

46,701 followers

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Come and join **The Beryl Institute** ELEVATE PX 2023 from March 27-29!

We're excited to host two informative sessions during the event:



A breakout session on Monday afternoon



A lunch and learn session scheduled for Tuesday.

Swipe to learn more 📌

#ELEVATEPX #HX #healthcare #pressgaeny #PX Chrissy Daniels Sven Gierlinger Mary Jo Assi Lucas Higman

The Beryl Institute ELEVATE PX 2023 · 3 pages



Press Ganey

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That's a wrap on **The Beryl Institute #ELEVATEPX!** We're so struck with gratitude for the opportunity to connect with everyone in attendance over the past few days, and to contribute to the conversation of what we all must do to improve patient experience.

And now, we're eager to take all the inspiration and new learnings back and apply them to the important work of advancing human experience healthcare. Thank you for an incredible experience!

#BetterTogether #PatientExperience #BerylInstitute #HX #PX



👍❤️🌱 148

7 comments

Recommendations for Kara

Jason Phibbs – *Press Ganey*

Market Vice President

“Kara is one of the most genuine, hardworking, and caring colleagues I have ever worked with. Her positive energy is unmatched and her attention to detail is impeccable. I couldn’t imagine planning and executing an event without Kara’s knowledge and expertise. I strongly recommend her for any event planning, marketing, and creative roles. Kara would be a valuable leader and asset to any team.”

Jared Rathe – *Press Ganey*

Market Vice President

“Put simply, Kara Hoover is one of the best Marketing/Events professionals I've had the opportunity to work with over a 20-year sales career. All of our corporate events were well-organized, thoughtfully curated to the audience, and our marketing material always looked first-class. Even more importantly, Kara's ability to connect with prospective buyers was something that you simply can't teach. Her disarming and positive personality makes everyone feel comfortable and often led to longstanding friendships and meaningful business opportunities. Any organization would be lucky to have Kara on their team.”

Nicole George – *Press Ganey*

Director, Nursing Center of Excellence

“I have had the true honor and pleasure of working directly with Kara over the past year. Kara is an extremely passionate, dedicated, and trustworthy team member. She adds value to the team. She has a keen eye for detail. An example of this are with trade shows, every little detail is well take care of when I’ve worked with Kara over the past year at two large trade shows (> 3K in attendance at each). Highly recommend Kara!

Richard Corder – *Press Ganey*

Senior Vice President Consulting Solutions

“Kara is a gifted and brilliant senior marketer who I had the pleasure of working with and learning from. I consider her a trusted colleague who became a good friend. She curated, organized and designed several large programs and events that I had the pleasure of attending during our 12 months of working together. Kara's greatest strength is her ability to show up authentically and deal with a myriad demands in high-pressure situations. She never lost her cool, always maintained her professionalism and always delivered a world class product and experience. Even during the most intense moments, Kara's energy, personality and creativity was always welcome and appreciated by those around her.

It is without hesitation that I recommend Kara, she will be an asset to any company lucky enough to hire her.”

Chris Murphy– *Press Ganey*

Senior Vice President Marketing

“Kara is the ultimate events professional. She possesses the ability to deliver on every detail, while also managing the demands and expectations of senior leaders and event attendees. Every time Kara executed an event for our team it exceeded expectations and delivered an exceptional experience for attendees and team members. She would be an incredible asset to any organization.”

Muhamed Solunović – Forsta

SDR Manager EMEA

“I wholeheartedly recommend Kara Hoover for her exceptional work as an event/program manager. During our collaboration at Web Summit 2022 in Portugal (Lisbon), Kara exhibited intelligence, talent, and boundless energy in managing Forsta's presence and booth. Her attention to detail, strategic thinking, and ability to stay calm under pressure was truly impressive. I learned a lot from her during the event, and her positive attitude fostered a collaborative atmosphere. Kara is a valuable asset to any team, and I highly recommend her for future endeavors.”

Belma Gološ – Forsta

Business Development Representative

“I had the pleasure of witnessing Kara's incredible work and being an invaluable asset to the company. Her passion for marketing and events and her deep understanding of the entire wholesale buyer journey was evident in the success she brought to exhibitors at Web Summit in Lisbon where we met.

Kara's warm and charismatic personality made her a true standout among her colleagues. She was the soul and bright light of the PG Forsta team, always ready to understand people's needs and challenge us to achieve greater heights. Her tireless efforts in transforming communications experiences for colleagues and partners, even across geographically diverse locations, were nothing short of remarkable.

Her expertise in program/event management, integrated marketing campaign design, and partnership fostering have left a lasting impact on organizations worldwide. Kara's bright personality and considerate nature touches the lives of everyone around her.

Adnan Pehlivanovic – Forsta

Senior Business Development Representative

“Kara Hoover is an exceptional colleague and a true leader in the field of event/tradeshows management. Having worked with Kara I can confidently attest to her remarkable skills and dedication. Kara's enthusiasm and positive energy are truly infectious, making her a joy to work with. As the Director of Strategic Events, she exhibits a rare combination of creativity and meticulous attention to detail, ensuring that every event she managed was a resounding success. Her strategic vision and ability to easily navigate complex projects make her an invaluable asset to our team.

Beyond her professional expertise, Kara's exceptional interpersonal skills set her apart. She effortlessly fostered strong relationships with clients, partners, and colleagues, making everyone feel valued and appreciated. Her ability to bring people together and create a collaborative environment is commendable and greatly contributed to the success of our events.

Kara is a consummate professional with a passion for excellence, and her positive attitude is truly inspirational. Any organization would be fortunate to have her on their team.”

Jill Shanklin – *UMC Health System*

Vice President Nursing Excellence

“Kara’s creativity, attention to detail, and ability to tailor events to the specific focus and need of the client is exceptional. During her time at Press Ganey, I had the pleasure of attending several events that Kara coordinated, from small dinner gatherings to large-scale conferences. All were seamlessly executed with dedication, professionalism, and enthusiasm. Her professional accomplishments are only outshined by her passion for people. She has a unique ability to serve from the heart and authentically connect with others through her work. A true asset to any team!”

Whitney Johannessen – *Cook Children’s Healthcare System*

Assistant Vice President

“I’ve attended multiple industry events organized and hosted by Kara and her teams. Each one has been perfectly executed, client-focused, and fun. Truly a white glove experience every time. Kara combines her marketing expertise and stellar organizational skills with her innate ability to form strong, authentic relationships. She genuinely loves serving others and pours her heart into creating a lasting impact. Kara is the type of person who continually exceeds expectations!”

Audra Pratt – *Press Ganey | Forsta*

Social Media and Communications Specialist

“Working with Kara is truly a joy! Kara has phenomenal organizational skills, which aid to her project management successes. She is a creative thinker and constantly strives for excellence. Her ability to work on multiple projects and execute them to perfection is something I admire. In addition to all her ability to succeed under pressure and time constraints, I admire her ability to connect with her co-workers, both personally and professionally. I did not report to Kara, but she still took the time to get to know my role, my goals and gave sound career advice for my future!

Zach Nussbaumer– *Press Ganey | Forsta*

Digital Marketing Analyst

“Kara’s an incredible coworker. Her attention to detail combined with big picture thinking has led to some great achievements in the events space, including being able to provide influenced revenue attribution for the first time at Press Ganey. This has helped put her team on the map even further within the company as they’re now able to share their wins in a much more effective manner. She’s hard working and is someone I’d recommend on any project!”

Ben Tucker– *Press Ganey | Forsta*

Communications Manager

“Kara was truly a pleasure to work with while we were teammates at Press Ganey. Dependable, energetic, detail-oriented and driven are just a few of the adjectives I can use to describe Kara and her approach to each task she took on. Not only was she a great professional, but she was truly a great person as well. She cared deeply about the job, but she also cared about the team's well-being. She often shared her experience and knowledge with all of us on the team, helping to sharpen our skills and achieve success. No matter the obstacle or hurdle that she or the team faced, she always found a way to make things happen! Any team is lucky to have Kara's skills and leadership. She will positively impact a company's bottom line and brand, but she will also make the company just plain better by being there. I'm forever thankful for Kara's kindness, professionalism and friendship.”