

A Soaring Success! The Clearfly Partner Summit 2024

Client: Clearfly

Opportunity

At Kinetic, some of our favorite things are the connections we have the opportunity to build with our clients. With Clearfly, it truly transcends any typical client-agency relationship — we're talking genuine partnership. This year, we were thrilled to support Clearfly with the planning and facilitation of their annual Partner Summit.

Clearfly is not just any telecommunications provider, they're at the forefront of revolutionizing voice services with their innovative SIP trunking and comprehensive voice solutions. Known for their commitment to quality and innovation, they pride themselves on building genuine relationships with their Partners, emphasizing reliable, cost-effective solutions and an incredible support system that's available 24/7. Clearfly prioritizes the success of their Partners and pushes every boundary to help them become more successful.

As a long-time Kinetic client, Clearfly wanted their 2024 Partner Summit to be bigger and better than in years past. They approached Kinetic to actively curate an experience to strengthen relationships amidst the stunning backdrop of beautiful Big Sky, Montana.

Industry: Corporate Event Planning and Facilitation

Actions

Kinetic's involvement ran the gamut of creative and logistical support. From designing a truly 'Fly' summit logo that reflected the event's spirit to developing signage and swag, each element echoed how much Clearfly, as a company, truly values their Partners and how seriously they take their Partner Summit.

Kinetic's support also included a comprehensive communication strategy that spanned before, during and after the event — with engaging pre-event emails that built anticipation, continuous communications throughout the Partner Summit and a designed post-event survey to capture feedback.

Not only were our collaboration and planning efforts leading up to the summit fun, but two lucky Kinetic team members were able to attend to assist with on-site coordination and logistics and even partake in some of the awesome activities. (They highly recommend the spa at Big Sky Resort!)



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Kinetic's brilliant Senior Project Manager, Berenice Carranza Munson, was a total star. She made sure that every aspect — from the menus she planned to the entertainment, streamlined transportation and precise scheduling (not easy!) — was executed flawlessly.

Interacting with the Clearfly Partners was both enlightening and exhilarating. It provided Kinetic with invaluable insights into their expectations and allowed us to witness firsthand the deep connections the Clearfly team fosters with their Partners. Participating in the Clearfly Partner Summit on-site wasn't just about ensuring the event ran smoothly; it also presented the unique opportunity to engage directly with the Clearfly team and their Partners.

Results

The Clearfly Partner Summit 2024 was a soaring success! Attendees had an incredible time, participating in activities like golf, fly-fishing, spa treatments, ATVing and zip lining. The evening entertainment featured live music and a hilarious performance by Flint Rasmussen — local celeb and celebrated rodeo entertainer and radio (soon-to-be TV) personality — whose presence added extra 'yee-haw' to the festivities. It turns out, "every buckle has its story." IYKYK.

Kinetic, armed with invaluable insights and authentic stories from the summit, captured great photography and conducted one-on-one interviews with attendees. This content is used to fuel compelling social media content including short-form video and paid media campaigns and to inform future strategies for Clearfly, further reinforcing the 'Fly effect' and enhancing Partner engagement.

The Clearfly team couldn't have been happier with the event's outcome. The summit strengthened relationships between Clearfly and its Partners and built upon the deep connections they foster.



Nametags



Event Signage



Invitation Email

