



Elevating Procurement and Supply Chain Innovation with Ivalua



Ivalua, a leading provider of cloud-based Spend Management software, empowers businesses to manage all categories of spend and suppliers. Their unified platform helps organizations increase profitability, improve ESG performance, lower risk, and enhance employee productivity. Trusted by some of the world's most admired brands, Ivalua is recognized as a leader in procurement innovation by Gartner and other industry analysts.

In May 2024, Ivalua hosted a two-day conference in Miami for 350 in-person participants and virtual attendees. This annual event gathered clients, prospects, partners, and collaborators to address procurement challenges, showcase solutions, and strengthen business relationships. The agenda included plenary sessions, breakout discussions, an exhibition area, and a high-energy closing party.

THE ASK

Ivalua's goal was to establish its annual conference as “*the procurement and supply chain event of the year*.” Their key objectives were:

- Reinforce Ivalua's image as an innovative, market-shaping leader in the procurement industry.
- Generate leads and foster meaningful social and business interactions.
- Deliver a high-quality, engaging event experience that would attract repeat attendance.

As a first-time collaboration with The VIBE Agency, Ivalua required a partner capable of balancing budget constraints while delivering a premium, trendsetting experience.

THE ANSWER

The VIBE Agency designed and executed a high-impact event tailored to Ivalua's goals, addressing challenges and exceeding expectations.

1. Conference and Exhibition

Venue: The Faena Forum in Miami set the stage for a luxurious, cutting-edge event.

Design and Setup: Modern booth designs, interactive digital elements, and immersive AV solutions created a high-end ambiance. The exhibition area featured Ivalua and partner booths, fostering collaboration and showcasing solutions.

Content: Plenary and breakout sessions emphasized thought leadership, addressing real-world procurement challenges and innovations.

2. Entertainment and Networking

Closing Party: Held at the iconic 1111 Lincoln Road, featuring live bands, DJs, dancers, and interactive photo opportunities with a convertible car and flower wall.

Enhanced Interactions: Custom QR-code badges and strategically planned networking areas facilitated connections.

3. Creative Problem-Solving

Budget Optimization: Leveraging strong vendor relationships, The VIBE Agency secured cost-saving benefits like an extra setup day at the Faena Forum without additional rental fees.

Expert Execution: A dedicated AV team ensured smooth setup, execution, and breakdown, mitigating time constraints.

4. Industry Alignment

Tailored content and experiences reinforced Ivalua's leadership in procurement and supply chain innovation, positioning the event as a must-attend industry gathering.

THE VIBE



The conference exceeded expectations, solidifying Ivalua's reputation as a forward-thinking leader in the procurement industry. Ivalua praised The VIBE Agency for their proactive approach, demonstrating unparalleled expertise and reliability in executing the event. Guests enjoyed a seamless, high-quality experience, with both in-person and virtual components delivered flawlessly. The success of the 2024 event laid the groundwork for a continued partnership, as The VIBE Agency was selected to organize Ivalua's 2025 conference in New Orleans.