



Touch

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THE POWER OF TOUCH

For more than twenty-five years, our team at Touch Worldwide has been designing and producing some of the most engaging, successful, and transformative B2B and B2C content, experiences, and events in the industry. Here's a look at all that we do with and for our clients.



STRATEGY

While all projects at Touch benefit from the guidance of our Strategy team, few bodies of work have benefit more than the Frontier Set, a collection of postsecondary education institutions identified by a large foundation, that are working to improve student equity and outcomes across the country. Since 2014, our Strategy team, working with Design, Video, and Production, have helped to distill large bodies of complex information into usable, sharable best practice stories, so that the great work of a few can be utilized by any postsecondary institution.

2D DESIGN

The 2D design team at Touch is involved in every project that comes through our doors, and seldom do projects require the dexterity,

resourcefulness, imagination, and discipline that our award-winning work on Starbucks leadership experiences do. In 2008, 2012, 2014, and again in 2019, our team designed and produced more than 350,000 square feet (per event) of strategically-driven custom gallery and exhibit space exploring the evolving world of Starbucks coffee. Reflecting on the journey "from bean to beverage" for more than 10,000 leaders has been a critical aspect of these events and our team has partnered with Starbucks every step of the way.

3D DESIGN

Our 3D design team works hand-in-hand with our Strategy, Design, and Production teams to dimensionalize the experiences we create. The design and construction of two near-perfect replicas of the original Starbucks Pike Place store at the 2019 Starbucks Leadership Experience in Chicago was a feat of sheer genius. More recently, we designed and delivered our first in-person experience of 2021 for ADM, Inc. at the 2021 Farm Progress show in Decatur, Illinois. Touch designed and produced a total of 15,000 square feet of tented exhibit space with custom exhibits focusing the company's history, purpose,



and connection to farmers and the community, plus informal spaces for farmers and producers to have conversations with the ADM team, and a larger area with meeting spaces and a theater where ADM hosted the 2021 Congressional Biofuels Summit.

VIDEO

Video production has been an integral part of what we do since we began in 1995. Microsoft has been an anchor video production client for Touch, and this year, our team was thrilled to produce a remarkable virtual keynote for Jared Spataro and the modern work team. Eschewing the traditional keynote format, our team presented Jared and the Microsoft Teams vision in a unique, very personal format, choosing locations where the platform is used: at home, at work, in the field, and on the road – and presenting Jared in an entirely relatable, memorable, even entertaining manner.

PRODUCTION

Our production teams work in partnership with our Strategy, Design, and Video Production teams to bring the best possible technical, engagement, and experiential solutions to every project we

develop. Whether assessing and recommending virtual event platforms and tools or developing the production plans to build out one of the custom stage designs Touch has created since 2012 for the Ubisoft E3 Media Briefing at the Orpheum Theater in Los Angeles – our relentless pursuit of production perfection is integral to making the experiences we produce flawless for our clients.

CLIENT SERVICE

When it comes to managing details and ensuring seamless delivery, our client service team has handled an incredibly diverse array of work and made it look easy. When Microsoft asked us to produce the 2020 Microsoft Global Hackathon, we jumped at the chance and were thrilled at the opportunity to plan and produce the 65-hour 24/7 event live stream, scheduling content for six global time zones over three days. The agenda alone was over 985 lines long and the run of show easily doubled that length. In the end, the Touch team delivered a flawless program, which we are proud to say is pretty much the norm for our talented, committed, and ambitious team.

**We'd love to hear from you!
We're always looking for new clients who are eager to push the envelope and explore new ways to inspire audiences.**