

WCDA Extravaganza and Staff Retreat

Wyoming Community Development Authority

Communications: Special Event Marketing

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2020 NCSHA Awards

Wyoming Community Development Authority

WCDA EXTRAVAGANZA

& STAFF RETREAT

Category: Communications

Subcategory: Special Event Marketing

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WCDA Extravaganza & Staff Retreat Summary

Wyoming Community Development Authority's (WCDA) Marketing and Human Resources team combine forces to create a one-of-a-kind statewide conference and epic staff retreat. Every year, Wyoming Community Development Authority puts together and hosts an Annual WCDA Extravaganza.

What is the WCDA Extravaganza? I'm glad you asked! This is a two-day event that takes place every summer. Let's go through it in more detail.

Day One: To kick off day one, our Extravaganza consists of Wyoming's lenders, realtors, and developers coming together for the conference portion of this event. Starting at noon, this gives our professional partners from all over our state time to get to Casper, where our event is held. We open with an introduction from our WCDA Single Family Director and break out into tracts specifically designed for each group. An afternoon break helps keep maximum attention with snacks and a brief social period. Sessions go back into place for the remainder of the afternoon.

Happy hour?! Absolutely! WCDA partners with a local restaurant and bar for a happy hour social. This gives all of our professional partners a chance to mingle and network with one another. Heavy hors d'oeuvres and drinks are provided on behalf of The Authority. This seems to be a favorite every year.

Day Two: Get ready for the excitement! Lenders, realtors, and developers return for the second half of their trainings, completing the conference portion of the Extravaganza. This is also the day of our staff retreat. WCDA closes for the day and allows all staff members to attend this annual event. Starting off with a fun warmup, such as yoga on the lawn, employees get their day going. This is a great kick off before the WCDA Extravaganza Fun Run. The fun run is a 5K that includes all employees, professional partners, and any and all community members wanting to participate. While running or walking this 5K, facts about WCDA and a charity of our choice are placed along the course. Charity of our choice? Yes! WCDA donates the money from our fun run to the charity we pick that year. This last year, our charity was Our Front Door, our local CHOTO. After the 5K, we host a lunch for all who participated. Professional partners pack up and leave and the staff retreat activities officially begin.

WCDA Staff Retreat activities are centered around team building and communication. Examples include office Olympics, scavenger hunts, and jeopardy. The annual staff retreat is full of building relationships, rejuvenating our team, and setting exciting goals for our upcoming fiscal year.

Innovative

WCDA chooses exciting training courses to be taught every year at the Annual Extravaganza. This helps keep the sessions new and exciting. Some tracts give realtors the ability to earn their necessary credits in order to keep their certificates which really boosts participation numbers. By offering a variety of courses and allowing our professional partners to pick and choose their tracts, this gives different options for different interests. Of course, food and drinks also tend to attract attendees.

Staff choose whether they would like to run, walk, or participate, such as working a water station, but all staff are included to ensure a strong presence and large turnout for positive publicity. Employees are more productive and motivated when they feel a greater sense of involvement in the organization's goals and ideals. With staff intermingled at the 5K, employees have the opportunity of promoting WCDA to our partners, feeling connected to our loan growth and customer service.

For the staff retreat portion, by switching the activities up every year and keeping the ideas fresh, our staff members attend the retreat giddy with excitement and eager to find out the activities planned for the day. Each activity is creatively planned with meaningful purpose to strengthen our team. Team building has the ability to identify each employee's unique contributions and focus in on our company's positive culture.

Replicable and Targeted Audience

The WCDA Extravaganza can be replicated and formed to fit each state's needs. By holding a training for your professional partners around your state, it not only gets your HFA's name out there, but it gives you the chance to build and maintain relationships with your existing partners but also network and add new partners. As for combining in the staff retreat, adding this to your conference is a game changer. This gives all of your professional partners a chance to meet your staff members and put a face to the names they've been communicating with. Building relationships is essential for a healthy, working business partnership. Giving the opportunity for everyone to connect at one time is powerful. The staff retreat itself isn't only a day of fun, but important for WCDA employees to bond by integrating new staff members and energizing current ones.

Measurable Results

The results are in the feedback. The feedback we get every year is what helps keep this event happening. At the end of every conference, we hold a forum. During this forum, we host a panel where the conference speakers, trainers, and a couple of WCDA staff members sit and answer any and all questions from the Extravaganza attendees. We do this by posting large poster boards where attendees can anonymously write and post their thoughts. This allows everyone in the room the opportunity to ask questions, voice concerns, and add in personal comments and suggestions. This gives us the ability to take what our guests discussed and implement their suggestions the following year.

We measure the success of our staff retreat through our employee engagement survey. We

receive a high engagement score and rave reviews of our staff retreat. Employees look forward to this event every year.

Benefits that Outweigh Costs

Let's talk costs. The conference portion of our WCDA Extravaganza totaled \$9,000. This cost included two days of lunch, snacks, venue rental, t-shirts, speakers, happy hour, and our fun run. The staff retreat portion of our WCDA Extravaganza totaled \$2,500. This cost included our yoga instructor, lunch, snacks, and all items necessary for each game and activity throughout the day.

We foot the bill for the \$9,000 conference portion but we also donate the \$50 early bird registration fee and \$65 regular registration fee for each participant to a charity every year. A donation is made to the CHOTO of our choice, but this could easily be used to pay for your event as a way to save money.

An Effective Use of Resources

To put on the WCDA Extravaganza, Wyoming Community Development Authority utilizes the resources of the Marketing Manager, Human Resources Director, Single Family Director, Affordable Housing Director, and our outside advertising agency. We use the outside advertising agency to create flyers and email blasts to advertise for this event. The WCDA employees listed above all work closely together to make sure every aspect of the event is flawless.

Achieving Strategic Objectives

During the period of our Extravaganza, WCDA achieves our strategic objectives in a few different ways. Our top three objectives are successful trainings, partnership engagement, and employee team building. Creating successful trainings is essential for a triumphant conference that keeps attendees coming back. Driving engagement with current and future partners helps us maximize our product usage. Lastly, employee team building reinforces commitment, respect and rapport.

Visual Aids

View the WCDA Extravaganza visuals below.



WCDA

EXTRAVAGANZA



ADVERTISING

WCDA EXTRAVAGANZA

SAVE THE DATE JUNE 20TH & 21ST

TRAINING FOR LENDERS, REALTORS, TITLE COMPANIES, AND DEVELOPERS.



JOIN WCDA FOR TWO DAYS
PACKED WITH:

- MGIC Self Employed Borrower Training
- Receive your Required Realtor Education through Steve Willoughby Seminars
- QAP and Developer Training by WCDA's John Batey
- Training by First American Title Company
- Lender Forums
- A Fun Walk/Run

GOING THE EXTRA MILE FOR HOME OWNERSHIP

WCDA STAFF RETREAT

SAVE THE DATE

FRIDAY, JUNE 21ST



WHAT TO EXPECT:

- Same as last year...only BETTER
- Opportunities to get to know your co-workers
- Laughter
- Lunch, yes this means FREE FOOD
- Fun run/walk
- Chance to complete the company-wide Fitbit challenge
- Show off your WCDA trivia knowledge
- Oh, did we mention lots of laughing?!



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**BRINGS YOU
HOME**
wyomingcda.com 



**LENDERS, REALTORS, TITLE COMPANIES, AND
DEVELOPERS ARRIVE ...**

CONFERENCE BEGINS!

DAY ONE

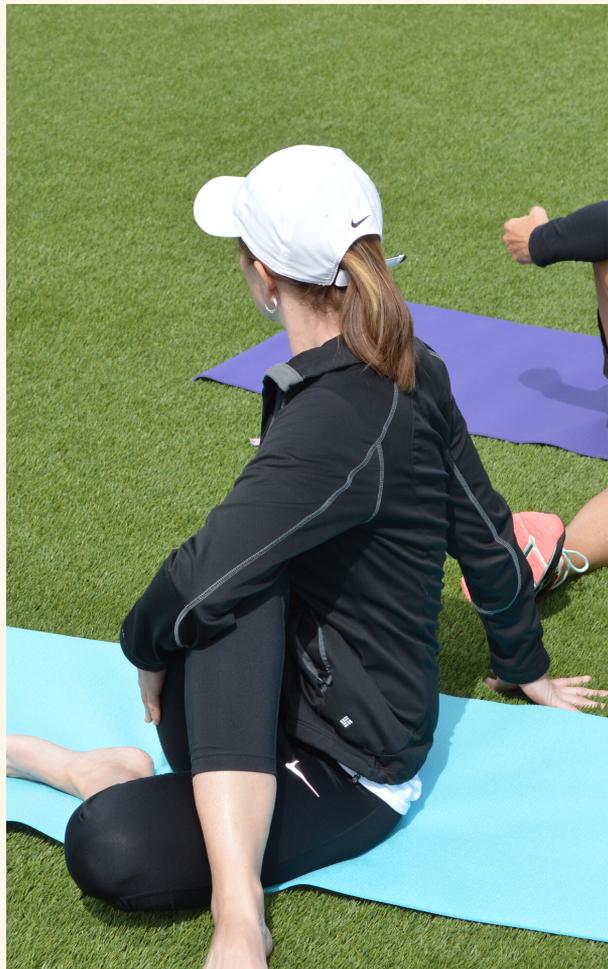




WCDA PRESENTS

YOGA ON THE LAWN

{DAY TWO | STAFF RETREAT}



WCDA EXTRAVAGANZA

5K FUN RUN!





CELEBRATORY

Lunch

AFTER THE FUN RUN





TEAM BUILDING



WELCOME TO THE



**WCDA
OLYMPIC
GAMES**





scavenger hunt

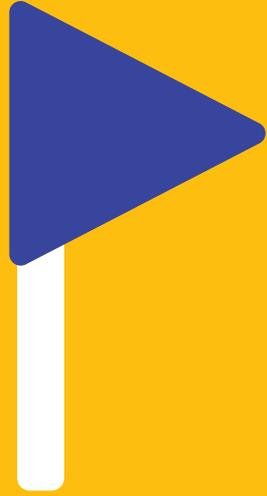


"take a photo
jumping"



"fit into a small
space"

MONDAY-FRIDAY 8am-5pm



WCDA

Jeopardy

