

PARTY BY THE POOL | MEMBER APPRECIATION

BEYOND THE HAPPY HOUR

Turning Member Appreciation Into a *Must-Attend* Experience

How LaunchLab Partners helped OCEBC transform a traditional member gathering into a premium, high-demand experience that strengthened community, elevated the association's brand, and created opportunities for future growth.

CLIENT	EVENT	DATE	LOCATION
Orange County Employee Benefits Council (OCEBC)	Party by the Pool - Member Appreciation Event	August 27, 2026	Edge Bar at VEA Newport Beach, California

01 | THE CHALLENGE

Elevating the Experience Without Elevating the Cost

For professional associations, member appreciation events are about more than bringing people together. They're an opportunity to strengthen relationships, reinforce the value of membership, and build a community people genuinely want to be part of.

OCEBC's traditional member appreciation gatherings consistently attracted approximately 45 attendees. LaunchLab Partners saw an opportunity to reimagine the experience and create something with broader appeal.

The goal was to transform a familiar happy hour format into a premium, can't-miss experience that would celebrate existing members, encourage deeper industry connections, and support OCEBC's positioning as a premier association for employee benefits professionals on the West Coast.

The challenge? Delivering an elevated experience while respecting the financial realities of a nonprofit organization.

02 | THE SOLUTION

A Destination-Worthy Member Experience

LaunchLab approached Party by the Pool as more than an event to execute. It was an opportunity to elevate the member experience, make members feel genuinely valued, and set a new standard for what an OCEBC event could be.

By creating a premium, memorable experience that members would look forward to year after year, the goal was to establish OCEBC events as can't-miss experiences within the industry.

Beyond member appreciation, this approach was designed to strengthen OCEBC's reputation as a premier industry association, creating excitement and demand that could translate into future membership growth, increased sponsorship interest, and stronger long-term engagement.

03 | THE EXPERIENCE

Every Detail, *Intentional*







01 A Venue Worth Showing Up For

Rather than hosting another traditional happy hour, LaunchLab helped create a destination-worthy gathering at Edge Bar at VEA Newport Beach. The upscale setting, elevated presentation, and

02 Thoughtful Details That Made an Impression

From handheld fans provided during an unusually humid Newport Beach afternoon to live music and custom, industry-inspired cocktails, every detail was designed to make guests feel comfortable,

03 Premium Experiences, Smart Spending

An interactive giveaway table featured high-quality donated items, creating excitement and additional member value without requiring guests to purchase raffle tickets.

intentional experience gave members something to look forward to. The appeal extended beyond Southern California, with attendees traveling from other states to participate.

appreciated, and connected to the OCEBC community.

Through thoughtful partnerships and resourceful planning, LaunchLab delivered an elevated experience while remaining mindful of the association's nonprofit budget.

> **"The goal wasn't simply to host another event. It was to create an experience members *wouldn't want to miss.*"**

04 | THE LAUNCHLAB APPROACH

One Partner. Every Touchpoint.

LaunchLab managed the full event experience, creating a seamless journey from the first invitation to the final post-event communication. Our comprehensive approach included:

Event Strategy & Operations
Event planning, registration, attendee management, logistics, on-site execution, and post-event follow-up.

Marketing & Digital Experience
Website and event landing page development, email campaigns, LinkedIn and Instagram content, and coordinated promotional communications.

Sponsorship Management
Sponsor coordination, billing, communications, fulfillment, and ensuring appropriate sponsor recognition and visibility throughout the venue.

Creative & Experiential Execution
Premium event branding, signage, on-screen content, interactive experiences, and thoughtful attendee touchpoints.

Association Support
Centralized planning systems, organized timelines, and proactive coordination that reduced the operational burden on OCEBC's volunteer leadership.

By operating as an extension of the OCEBC team, LaunchLab allowed board members to focus on building relationships rather than managing the moving pieces behind the event.



CLIENT TESTIMONIAL

"LaunchLab Partners has truly elevated the quality of our in-person events, from the member experience to the overall execution. Our programs are more engaging, better attended, and more impactful because of their team."

Matthew Moffitt | President, OCEBC

05 | EVENT RESULTS: PARTY BY THE POOL

The Results Speak for Themselves

Party by the Pool demonstrated that event success doesn't have to be measured by ticket sales or sponsorship revenue. By elevating the experience, LaunchLab helped create stronger demand, meaningful member participation, and increased visibility for OCEBC.



2.2x
Typical Member Appreciation Turnout
Traditional gatherings consistently attracted approximately 45 attendees, compared with 100 at Party by the Pool.

100+
Members in Attendance
All attendees were OCEBC members, reinforcing the value of an exclusive member appreciation experience.

62
Organizations Represented
Bringing together professionals from across the employee benefits community.

44%
Of OCEBC Membership Attended
Based on 100 attendees and 226 total members.

118	75	100	Waitlist
REGISTRATIONS	ORIGINAL CAPACITY	ACCOMMODATED	ACTIVATED

Demand exceeded the venue's original capacity, prompting LaunchLab to coordinate an expansion from 75 to 100 guests. Registration ultimately reached 118, and a waitlist was opened.

06 | MARKETING IMPACT

Building Excitement Before the First Guest Arrived

LaunchLab developed and deployed an integrated promotional campaign across email, LinkedIn, and Instagram, using consistent creative direction and messaging to generate awareness, engagement, and event demand.

EMAIL PERFORMANCE

37% Average Open Rate

13% Average Click-Through Rate

Based on nine event-related email deployments.

SOCIAL MEDIA PERFORMANCE

9.4K Social Media Impressions

3.5K Social Media Clicks

LinkedIn and Instagram event content.

OCEBC | 2026 ORGANIZATION-WIDE IMPACT*

One Event. Part of a Stronger Association.

Party by the Pool is one part of LaunchLab's broader partnership with OCEBC. Across all 2026 programming and marketing, OCEBC has achieved:

+22%	600+	950+	+30%	300K+
Membership Growth	Unique Event Attendees	Total Event Attendance	LinkedIn Follower Growth	LinkedIn Impressions

*Data reflects all 2026 OCEBC programming and marketing, not a single event.

07 | THE LAUNCHLAB DIFFERENCE

More Than Event Planning. A Partner in *Growth.*

Great events aren't just about filling a room. They're about creating experiences that make people feel connected,

By operating as an extension of OCEBC's team, LaunchLab takes on the operational heavy lifting while bringing the energy,

appreciated, and excited to belong. LaunchLab Partners combines strategic thinking, creative marketing, thoughtful event design, and hands-on execution to help associations do exactly that.

personality, and attention to detail that turn ordinary gatherings into meaningful experiences.

Because the most successful association events don't just bring members together. They give members another reason to stay - and give future members and sponsors a reason to join.

Ready to Elevate Your Next Event?

Let's create experiences people ***won't want to miss.***

Let's Connect

www.launchlabpartners.com