

EXPERIENCE



A CONVERSATION WITH SHEEBA BRUNING

Senior Manager Government Marketing

SAMSUNG

“ We’re one team. I don’t feel like we’re the client. I don’t feel like Fern is a vendor. We’re one team working on one goal that we both care deeply about. ”

Fern:

You have worked with our team for some time. When did the relationship start and why would you say it has been successful?

Sheeba:

I started working with Fern 15 or 20 years ago. Shortly after coming to Samsung I reached out to Shirley and Fern. I specifically wanted to reach out to Shirley because she was somebody who I had worked with in the past who I felt very comfortable with and Fern had always done a great job for me.

Although Samsung has done shows for quite a while, we were embarking on a new outreach strategy for our public safety vertical, and it was important to me to work with a team that I had worked with before and I knew that I could count on. Fern was the first that came to mind. I said to myself I am calling Shirley and Fern to get there help to get this new program started.

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Fern:

When you think about some of the events that Fern has worked with you on. Have there been any ideas or components of that events and exhibits that Fern has worked on with you to drive positive outcomes and brand experience for the events we supported?

Sheeba:

Here is what I would say. The team from Fern have taken the time to understand what our business is. They have taken the time to understand what Samsung does and in particular what our mobile division is focused on. Because they understood that, they were able to build and put together some booths for us that really worked to demonstrate our solutions in the best possible way. By them understanding our brand, our business and what we were trying to accomplish it just made it that much easier. That is one of the things I appreciate about them.

“ When I ask if we can get something done, I never have to worry about it, it gets done. ”

Fern:

Can you talk a little about the Dodge Charger project we worked on with you and the Samsung team?

Sheeba:

That was probably one of our more exciting projects that I've worked on in the last couple of years. We started off with a full police cruiser in our booth at one of our public safety shows demonstrating our in-vehicle solution. It was it was a huge success. But then what we found is that not all of our booths were big enough to have a full vehicle in the space, and so I went back to the team and I said demonstrating the in-vehicle solution in a police cruiser is what we want to do, but we don't have space every time. Can you come back to me with a recommendation on what we can in a smaller space? The first iteration that they came back to us with used a Ford Explorer that they cut in half which was a huge success. People loved it because they could stand comfortably to view the demo and you could actually have 10 to 15 people around the demo, which really worked out great.

I then came back and challenged the team even further and I said, now we need an even smaller vehicle that's going to be a little more nimble. That is when they came up with the Dodge Charger concept, which we now actually have showcased in our solutions center in D.C. That car is much smaller and it's actually on casters so that it can be rolled around on the floor of the solution center so that if we're doing different types of events and we want the vehicle there, we can have it there. It is just been a phenomenal, phenomenal solution for us and everyone loves it

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