

MOVING BEYOND THE TRADITIONAL SWAG BAG

How Maven Clinic Drove a 50% Surge in Registrations with Experiential Gifting

📍 5 Locations

📈 50% Registration Increase

👥 65% Attendance Rate





About Maven Clinic

Maven Clinic is the world's largest virtual clinic focused on women's and family health, delivering inclusive, on-demand care to members navigating every stage of fertility, pregnancy, parenting, and menopause. Employers and health plans partner with Maven to improve clinical outcomes, reduce healthcare costs, and provide equitable benefits for modern families. With a strong brand and a mission-driven audience, Maven's events need to feel just as thoughtful and premium as the experience they deliver through their platform.

For Maven's second annual Maven City Tours—hosted across New York City, Chicago, Boston, Dallas, and San Francisco—Kerrie Bond-MacInnes, Director of Events, wanted to elevate the in-person experience and, critically, use gifting as a front-end driver of registrations, not just a nice-to-have perk once attendees arrived.

They turned to Cultivate.

THE CHALLENGE

Breaking the Registration Plateau

In the first year of Maven City Tours, the events followed a fairly standard formula: compelling content, strong speakers, and the usual event touches, including gift bags and branded swag. While the events were well received, the team struggled to generate the level of buzz and registration momentum they knew the series could achieve.

The events lead knew a traditional gift bag wouldn't move the needle. She wanted an on-site gifting experience—something visually compelling that attendees would talk about and share, and something that could be heavily promoted in pre-event outreach to spark interest and FOMO.

After extensive online research and “lots of Googling,” she discovered Cultivate and immediately saw a fit for an experiential, on-site gifting partner.

Going into year two, the goals were clear:

- Increase registrations and attendance across all five cities
- Stand out in crowded markets like NYC and SF where professionals receive countless event invitations
- Create an experience that felt as premium and personal as Maven's own brand
- Free up internal event resources to focus on programming, content, and stakeholder alignment—not logistics of swag

THE SOLUTION

Crafting and Implementing an Immersive Brand Experience

Instead of standard swag bags, Maven partnered with Cultivate to build a Levi's jacket gifting station that anchored the attendee experience across all five City Tours. Rather than just picking up a gift, guests visited a dedicated station where they could try on multiple styles and sizes to find the perfect fit, select their preferred jacket, and customize it with Maven-branded patches to create a one-of-a-kind piece.

The activation was designed to feel like a pop-up retail moment inside a Maven event: tactile, personalized, and unmistakably on-brand.

To maximize impact, the Maven team wove this experience directly into their pre-event strategy by featuring the Levi's station prominently across landing pages and invitations. They further amplified the benefit by highlighting the premium, customizable nature of the jackets in email campaigns and social promotion, effectively positioning the experience as a limited, high-value incentive for in-person attendance.

Pulling off a multi-city, logistics-heavy activation required tight coordination. Maven's events team partnered with Cultivate across three core phases:

01 Planning & Design

Cultivate worked closely with Maven to curate the perfect Levi's assortment, sizing strategy, and patch options to ensure the experience resonated deeply with their audience. Simultaneously, the team carefully mapped guest flow at every venue, ensuring the gifting station felt like an integrated centerpiece of the event rather than an afterthought.

02 Logistics & Freight

Managing a high-volume, multi-city activation required precise logistics. Because several venues had strict space constraints, Cultivate took full ownership of shipping and inventory across all five cities. By working closely with each venue's team, Cultivate successfully staggered shipments and navigated complex receiving limitations, ensuring all materials arrived perfectly on time without ever overloading the on-site staff.

03 Onsite Execution

Cultivate's on-site team managed the jacket station for every city, overseeing setup, fittings, customization, and breakdown. Maven's events lead praised the team as "uniformly excellent," specifically noting their proactive problem-solving, smooth communication, and commitment to a consistently polished guest experience throughout the tour.

For Maven, the biggest operational win was the peace of mind: knowing that shipping, tracking, setup, and teardown of the gifting experience were all handled by a partner, not the internal events team.



RESULTS

Exceeding Registration and Attendance Goals

The decision to heavily promote and reposition gifting as a premium, on-site experience paid off. Attendees treated the Levi's station as an immersive destination rather than a quick pass-through, driving measurable growth across key performance metrics compared to the prior years.



58%

of surveyed attendees credited the gifting experience as a key factor in their decision to attend the event



50%

Higher registration than targeted across all five cities.



10%

Increase in average attendance

Internal Impact: Focus, Efficiency, and Internal Momentum

Operationally, the partnership with Cultivate removed a major source of stress. With gifting fully owned by an external team—from venue coordination and shipping to on-site execution—the Maven events lead was able to:

- Stay focused on content, run-of-show, and stakeholder coordination
- Spend less time on vendor wrangling, tracking shipments, and worrying about last-minute surprises
- Confidently scale a complex experience across five distinct venues with different constraints

The success of the City Tours activation also generated internal momentum. After seeing how well the Levi's jacket experience performed, another team within Maven replicated the exact same concept at one of their own events, reinforcing the value of the partnership and creating a consistent, elevated brand experience.

Internal Impact: Focus, Efficiency, and Internal Momentum

Maven's events team sees experiential gifting as a key lever for future programs—both to differentiate their events and to reinforce the premium, human-centered nature of their brand. With Cultivate as a trusted partner, they can continue to:

- Use on-site gifting as a strategic tool for driving registrations and attendance
- Deliver memorable, premium experiences that match Maven's mission and audience
- Scale complex, multi-city activations without overloading internal operations

The Maven City Tours series illustrates what happens when gifting is treated as a core part of the event strategy—not just something dropped into a bag at the door.



The “biggest success” of partnering with Cultivate was the combination of measurable top-of-funnel impact and the qualitative delight of giving attendees a premium, custom gift they were genuinely excited about.

EVENT LEAD, MAVEN GROUP