



Cultivate

CASE STUDY:

How VSP Turned Event Gifting Into a Show-Stopping Experience

Vision Service Plan (VSP) serves 80 million members nationwide. Their events are polished, high-impact, and totally people-centric. But Event Planner Beth Clevenger realized their gifting strategy needed an upgrade—and they needed something uniquely different, something more personal. VSP wanted a corporate gifting strategy that felt like a special moment, not a mass distribution, and they found it with Cultivate.

The Challenge:

Breaking the One-Size-Fits-All Mold

VSP's previous gifting approach looked familiar: identical gifts for hundreds of attendees. Efficient, yes, but not too memorable. Beth and her team wanted:

- Choice
- Excitement
- A premium, retail-like experience

She wanted attendees to feel special. Interestingly, Beth's entire journey started with a pair of shoes. After experiencing an event gifting moment at a golf tournament, she knew her attendees needed that level of excitement. She was referred to Cultivate. One thing stood out immediately—a personal touch to service:

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That was the differentiator for me.

They took the time to explain the
process and customize our selection.

The other companies didn't.

— Beth Clevenger, VSP

Cultivate didn't just send a proposal. They built a partnership that continues today.

The Solution:

On-Site Gifting That Wowed

Cultivate designed a custom On-site Gifting experience for VSP—complete with curated collections, premium brands, and a polished pop-up retail environment. Guests could browse and choose their very own gift on-site. The reaction was pure excitement!

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My biggest success with Cultivate is allowing my guests the freedom to select what they want—and their excitement when they get to see what they get to choose from.

— Beth Clevenger, VSP

Implementation: Partnership in Action

From planning to execution, Cultivate handled logistics, staffing, inventory buffers, and guest flow. Beth received proactive recommendations and custom collection builds tailored to her exact audience.

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Cultivate does a great job of listening to my event needs and works hard to create custom offerings while suggesting other possibilities.

— Beth Clevenger, VSP

Implementation: Partnership in Action

On-site staffing was seamless. Communication was clear. The guest experience felt premium, leading to:

- **HIGHER ENGAGEMENT:** Attendees stayed longer, interacted more, and treated the gifting experience like a destination.
- **INCREASED SATISFACTION:** Choice drove delight. Guests walked away with gifts they genuinely wanted.
- **FLEXIBILITY AND TIME SAVED:** VSP avoided inventory guesswork and vendor chaos. Cultivate handled the heavy lifting.
- **LONG-TERM ADOPTION:** What started as a pilot quickly became a recurring strategy for future events.



Implementation: Partnership in Action

Return On Appreciation was built into the entire experience. Cultivate transformed gifting into a meaningful moment. A curated retail memory that reinforced VSP's commitment to thoughtful, people-first engagement. For Beth and her team, it's been a winning strategy.

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It's been a great experience. I already
have another event in the works!

— Beth Clevenger, VSP

Whether you're hosting a conference, recognition event, or client summit, Cultivate helps you turn appreciation into an unforgettable experience.



Make Your Next Gifting Experience Something Unforgettable

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Whether you're hosting a conference, recognition event, or client summit, Cultivate helps you transform appreciation into something guests will actually remember—and talk about long after the lights go down. From first impression to final gift selection, we make sure every detail reflects your intention.

Ready to create something memorable for your next event? Let's build a better gifting experience together!