

8Fleet

# MANAGING CRISIS DURING 8FLEET'S NATIONAL LOGISTIC TRANSFORMATION SUMMIT

Executive Assistant | Amanda Pessy

# THE SUMMIT

8Fleet is scheduled to host a high-profile National Logistic Transformation Summit in Los Angeles, where top executives, officials, and Fortune 500 companies will be in attendance. Just one day before the event, we faced a series of unexpected challenges:

1

The keynote speaker's flight was canceled, leaving us without a key figure to open the summit.

2

One of the panelists suddenly dropped out, creating a gap in our schedule.

3

Our AV setup vendor went unresponsive, and their services were crucial for the event's technical support.

# IMMEDIATE CRISIS MANAGEMENT

## Keynote Speaker Replacement

I quickly identified potential replacement speakers from 8Fleet's network, reaching out to senior leaders within the company. Within hours, I secured a new keynote speaker who could step in and deliver an impactful message.

## Panelist Substitution

I reviewed the summit schedule and reached out to experts in the field. I found a suitable replacement who was available and could bring fresh perspectives to the discussion.

## Vendor Coordination

I leveraged existing relationships with other AV vendors and arranged for a last-minute setup, ensuring all technical equipment was prepared for the event without delay.

# LOGISTICAL COORDINATION

## ● Adjustments

I REORGANIZED THE EVENT SCHEDULE, MAKING ADJUSTMENTS TO ENSURE SMOOTH TRANSITIONS BETWEEN SPEAKERS AND THAT ALL SESSIONS WERE COVERED, EVEN WITH THE NEW CHANGES.

## ● Coordination

I COORDINATED WITH EVENT STAFF AND LEADERSHIP, ENSURING EVERYONE WAS BRIEFED ON THE CHANGES AND KEPT CALM UNDER PRESSURE.

## ● Monitorization

I MONITORED EVERY ASPECT OF THE EVENT IN REAL-TIME, HANDLING ANY NEW ISSUES THAT AROSE WHILE MAKING SURE NO DETAIL WAS OVERLOOKED.

# COMMUNICATION EXCELLENCE

## Team Update

I kept the executive team updated on the status of each crisis as they unfolded, making sure they were informed of all changes without overwhelming them.

## Marketing Update

I worked with the marketing team to ensure the attendees were provided with updated schedules and information, ensuring the summit maintained its professional image despite the last-minute changes.

# OUTCOME



01

## Outcome

The keynote speaker delivered a memorable presentation, setting the tone for the event.

02

## Outcome

The panel discussion was insightful and engaging, even with the last-minute change in panelists.

03

## Outcome

The technical setup was flawless, thanks to the quick coordination with a new AV vendor.

Despite the initial challenges, the National Logistic Transformation Summit was a massive success:

Highlighted Experience

# EXECUTIVE ASSISTANT QUALITY

THESE SKILLS WILL ALLOW  
ME TO SUPPORT 8FLEET'  
LEADERSHIP TEAM WITH  
PRECISION AND CONFIDENCE,  
ENSURING THAT  
OPERATIONS RUN  
SMOOTHLY NO MATTER THE  
CHALLENGE.

## ● Anticipation

Anticipate potential issues and solve them before they affect the team.

## ● Adapt to circumstances

Adapt quickly to changing circumstances, especially when under pressure.

## ● Communication

Calculate the cost of acquiring a new customer at each stage. Optimize resource allocation for cost-effective customer acquisition.

## ● Manage events

Manage high-stakes events without compromising on quality or professionalism.

8Fleet

THANK YOU

Contact me.

(818) 292-9125

[amandapessy@gmail.com](mailto:amandapessy@gmail.com)