

Cox Journey to 34 by 34 Roadshow

A national goal, built one parking lot at a time.

Assignment

Plan and deliver a national roadshow across ten markets to launch Cox Enterprises' 34 by 34 initiative, the company's commitment to empower 34 million people to live more prosperous lives by 2034.

Background

Journey to 34 by 34 is a big, ambitious goal, and Cox wanted to launch it with the people who would carry it: their own employees. The plan was a ten-city roadshow, a one-day "Act to Impact" festival at Cox campuses and regional sites across the country, from Phoenix to Atlanta, each one tied to a heritage month and its local community. Every stop had to deliver the same experience: a main stage, live music, food, an Airstream recording studio, a scavenger hunt, a game show, community volunteer activations, and ERG and Pathways tents. And every stop started from a different empty parking lot, in a different city, with a different venue, crew, and set of local partners. Wits' Experiential needed a program manager who could hold all ten as one program and be on the ground for every build.

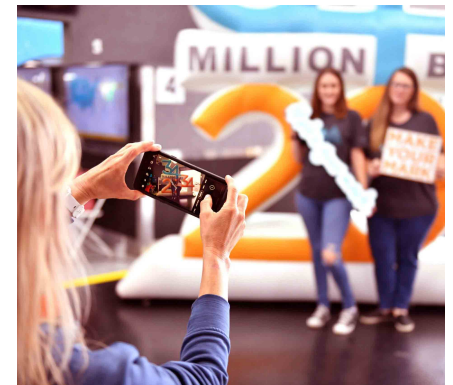
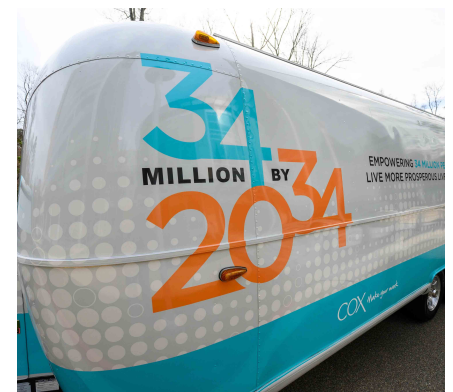
My Role

I was the Program Manager on the roadshow. I partnered with the Executive Producer to shape the vision, plan the program, and deliver it, and I was onsite for every stop. I connected the master plan to what actually happened in each market, coordinating Cox stakeholders, local venues, roughly a dozen vendors and activation teams, community nonprofit partners, and the traveling and local crews. I was the steady POC who held the full picture and kept it moving from city to city.

Approach

The job came down to one idea: design the festival once, then make it land in ten different places as if it were built for each. I built the systems and relationships to run the tour as one program.

- **One repeatable blueprint** – I worked from a core festival design and turned it into a plan each market could run: the footprint, the tents and activations, the run-of-show, the load-in and strike. Same experience, adapted to each venue's space and rules.
- **One source of truth** – For every city I tracked the moving pieces in one place: venue and site contacts, footprint and layout, vendors, activation teams, install and show schedules, swag and inventory. It gave everyone one reliable place to see the full scope.



- **From bare lot to full festival** – Each stop was a blank slate. I ran the daily work of getting a parking lot ready to open as a festival and packed it down the same day: confirming site requirements, sequencing load-in, keeping activations, food, stage, and crews on schedule, and sorting out the gaps in real time.
- **Local flavor, local impact** – Every festival carried its city: its heritage month, its food, its local nonprofits. Employees put the mission to work onsite, building STEAM kits, garden beds, and birdhouses, painting murals, and donating, all left behind for local community partners.
- **Steady onsite leadership** – A lot of this was complicated behind the scenes: weather, venues, last-minute changes, stop after stop. My job was to make it feel organized and manageable for the people counting on it.

Outcomes

- Empowered 64,000 people across the roadshow, launching 34 by 34 for Cox employees from Phoenix in March to Atlanta in October 2022.
- Delivered nine festivals on time, each one built and struck in a single day. The tenth stop, Orlando, was fully planned and site-ready when a hurricane forced a last-minute cancellation.
- Brought the same core experiences to every stop, including a solar-powered Airstream recording studio that logged 12,000 miles across the tour, a live game show, the Pathways Pavilion, and a digital scavenger hunt.
- Engaged 34 vendors and partners, with local suppliers, food, and nonprofits chosen for each market.
- Left something behind in every community: thousands of STEAM kits, garden beds, birdhouses, and murals built by employees and donated to local nonprofits (in Atlanta alone: 1,200 STEAM kits, 200 birdhouses, and 25 garden beds).

See the Roadshow in action here: <https://witsexperiential.com/taking-employee-engagement-on-the-road/>

Credits: Keith Davenport (Executive Producer); Patrick Cusick (President, Wits' Experiential); Carlos Navarrete-Patiño & Majo Hernández (Design Team, CN Productions); Brianna Ralston (Cox content & activations).

THE IMPACT



64,000

PEOPLE
EMPOWERED



12,000

AIRSTREAM MILES
TRAVELED



34

DIVERSE VENDORS
AND PARTNERS