

Case Study: Conference

Location:

Grand Hotel, Eastbourne

Client Type	Financial
Event	Annual European Sales Conference & Awards 2008
Requirements	<p>This financial institution wanted the 2008 sales conference to surpass all others. Facing a high profile merger, existing staff and new colleagues alike, had to be impressed, energized and motivated to move the new company forward.</p> <p>The venue needed to be a 5 star hotel that could accommodate the whole delegation and have room enough for the Awards Ceremony to be in a location other than the conference room.</p> <p>A new and innovative team building challenge would be required.</p> <p>The Annual Sales Awards ceremony and entertainment had to be 'second to none'.</p> <p>A high profile motivational speaker would be required.</p> <p>The cuisine had to be 'top notch' & all transfers had to be of exemplary standard.</p>
Solution	<p>Working in partnership with the 'in house' team and our partners and suppliers; we ran with the chosen theme of 'Performance Zone' and delivered the:</p> <p>"...best sales conference in the history of the event" (Commercial Director, EMEA)</p> <p>The Grand Hotel, Eastbourne, was the chosen venue; selected for its old-fashioned luxury and attention to detail. Their enthusiasm, coupled with a pro-active, flexible attitude meant that we were able to work together to achieve the very best results for the client.</p> <p>The Teambuilding took place at the nearby Winter Garden. Here we pushed boundaries, opened eyes and tapped into creative minds; with an urban extravaganza of street dance, graffiti and 'Stomp' style percussion workshops.</p> <p>The Awards Ceremony was a far more sophisticated affair; where we transformed the hotel's Garden Restaurant into a stunning 'Rhapsody in Blue'. The room was washed in light and dressed in sophisticated silver and blue to give just the right element of glamour.</p> <p>The Motivational Speaker was chosen for his high profile both in the UK and overseas (due to the international nature of the delegation). With tales of daring-do whilst scaling Mount Everest, the delegation were enthralled and inspired, the morning after the Awards Ceremony.</p> <p>To optimize performance throughout the conference, during the team building and also the 'day after the night before'... we worked some IROKO magic with the cuisine.</p> <p>In collaboration with the hotel chef, we selected low carbohydrate options for day one and slow release carbohydrates and healthy comfort foods for day two.</p> <p>This simple and cost effective planning, ensured delegates' energy levels and brain power were optimized throughout.</p>
Result	<p>"I wanted to congratulate and thank you again, for an absolutely fabulous job on the sales conference. I don't think a single person can have left without feeling energised and inspired by the buzz that was created..."</p>

