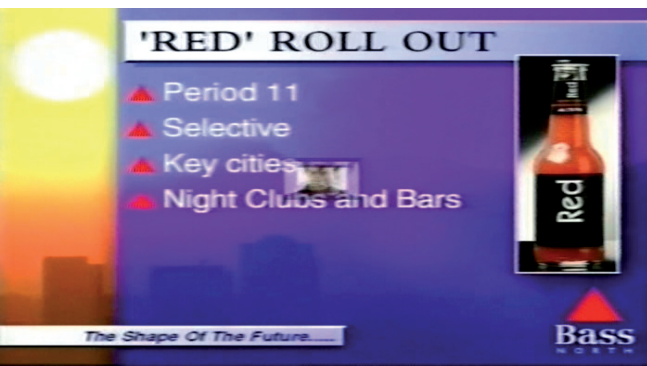
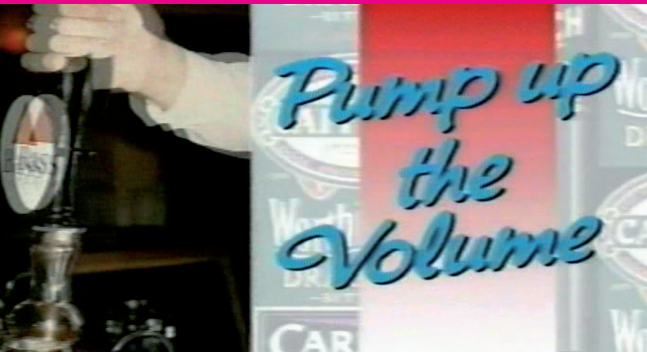




“Turning passive audiences into participating individuals”



CONFERENCE case study

Bass

Sales conference

The conference was held to launch the year's incentive programme for sales staff and channels.

The incentive and conference theme 'Pump up the volume' was launched to universal appeal.

As a proposition, pump up the volume clearly summated the sales tasks and provided the 'energy' for a pumped up sales conference.