



“Turning passive audiences into participating individuals”



CONFERENCE case study

Kwik Fit

Depot Managers' sales conference

To launch the new year's programme to 750 depot managers and to bring their operation to life by drawing analogies with similarly stressful businesses.

The stage was built as two fully working kitchens with 16m printed kitchen backdrop. Ainsley Harriott was employed as celebrity speaker and celebrity chef at a live 'cook off' between regional directors.

Great fun but more importantly, depot managers understood that their daily activity and business objectives were much the same as everyone else's.

