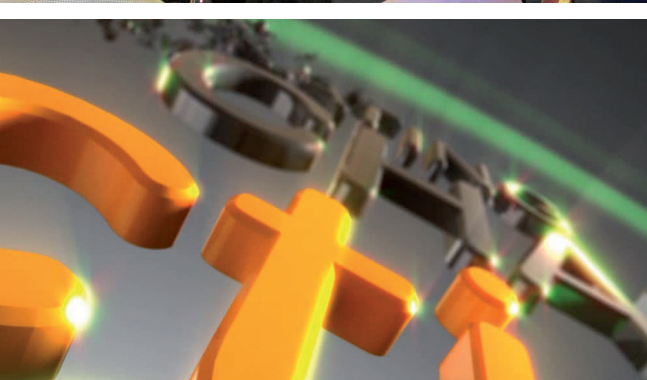




“Turning passive audiences into participating individuals”



CONFERENCE case study

## Motorpoint

### Sales conference, gala dinner and awards ceremony

The conference was held to appraise all managers within the business of the previous year's successes, to celebrate managers' contributions to fantastic achievements and to embrace the frameworks in place to maximise future success.

Our solution was an interactive conference for 85 managers, on the theme Creating Chain Reactions, and designed to:

- Preview plans for the forthcoming year
- Get teams to formulate their own plans and to visualise these as the front page of a daily newspaper
- Invite a guest speaker to engage managers on the business benefits of staff engagement in the workplace
- Profile each manager's key motivators (using Motivational Maps) and giving the audience global feedback

Every aspect of the conference was videoed for use post conference as a training tool business strategy reminder.

Acceptance scores, for every aspect of the conference, ranged between 85% and 96%.