



“Turning passive audiences into participating individuals”



CONFERENCE case study

Sara Lee

Company wide conference

A manager's 2-day conference designed to share knowledge, build teams and celebrate success.

The formal 120 pax conference (where guest speakers drew business parallels with Sara Lee objectives) was augmented by a team-based film making challenge, where teams were given products to script, video and present to colleagues at the gala dinner celebration and award ceremony.

The overall programme was highly successful as a team building, training and motivational event.