



“Turning passive audiences into participating individuals”



CONFERENCE case study

## Tesco

### End-of-year communications conference and gala dinner

The brief for this 150 pax one-day conference was to: re-establish the corporate vision, communicate the technical strategy and to do it without PowerPoint (but not go to the extent of Watchout or Spider).

The solution was to design a dummy website and create the illusion of a live presentation over the internet. All speaker support slides were created using Photoshop, HTML and pre-recorded video.

The result was a highly interactive and successful conference with what appeared to be live outside broadcast material from South Africa, Thailand, Japan etc. streamed into the conference.

