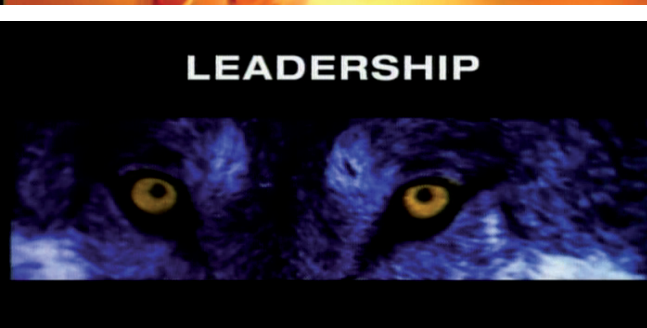




“Turning passive audiences into participating individuals”



CONFERENCE case study

## Tetra Pak

### Embedding values conference

A 2-day management and marketing conference for 300 staff, conceived as a means of informing managers of change, challenging them to lead, instilling the team ethic and having fun, within the same ethic.

The solution was a conference using the wolf pack as a metaphor for team and company values; drumming to cement team bonding and a gala dinner as a thank you for over target performance.

A tremendously successful outcome was translated into equally successful departmental team meetings post conference.