



“Turning passive audiences into participating individuals”



CONFERENCE case study

W H Smith

Sales incentive kick-off conference

The brief was to promote the W H Smith stationery brand ‘Niceday’ internally, as a precursor to a national sales push.

A dynamic sales programme ‘Every day counts’ was developed and launched at a conference to all telesales staff.

The conference proved a successful kick-off to the incentive programme.

