



COLLECTIVE MEETING

OBJECTIVE

The client wanted to bring their Business Units together for the first time in many years. The objective was to showcase their various business endeavors and products.

The client wanted the overall message to be that they are “under one tent”. The theme was The Greatest Show and their theme song was “This is the Greatest Show”. This became their mantra throughout the event.

The first evening had 500 attendees gather under “one tent” with a Greatest Showman theme. A tradeshow was set up under a tent. This showcased their Business Units and their products. In addition, there was a banquet with a carnival theme that including roving circus acts.

The following day was their General Session and TED talks. Each business unit presented their products and performance. The closing ceremony was a live production of dancers and a vocalist singing “This is the Greatest Show”.

The days following the business units had their general sessions, breakouts, team building events and award ceremonies.

CHALLENGE

In under 3 months venues were sourced, a hotel was negotiated and contracted. We created a theme, hired a production company, and ordered extensive F&B and AV.

After the main event, the Business Units had their individual general sessions. They also required extensive breakout rooms. Each business units had individual F&B and AV needs. There were also multiple award events, private dinners, and team building events that needed to be orchestrated.

All this with one point of contact for the client.

SOLUTION

The first evening had 500 attendees gather under “one tent” with the theme “Greatest Showman”. A trade show was set up under a tent so that the Business Units could showcase their products. In addition, there was a banquet with a carnival theme that included roving circus acts.

We produced the overall message that they were all “under one tent”. The theme was The Greatest Show and their theme song was “This is the Greatest Show”. This became their mantra throughout the event.

RESULT

We executed a successful event. The atmosphere was high energy, and the attendees were enthusiastic. All this was accomplished with one point of contact for the client.