

Case Study: Meetings & Events

Biotechnology R & D Company Global Sales Meeting

Walking the talk.

Mission critical global training event meets CEO goals for 500.



Client Objectives

- Hold a first-class global sales meeting, bringing together the entire sales force from 31 countries
- Reinforce core company values to a global sales force—including members of recently acquired companies
- Train the sales representatives
- Maintain tight budget parameters

Strategies

- Offer unique meeting tracks for various audience segments
- Promote team collaboration between countries and divisions
- Provide a satisfying and positive meeting experience for all attendees

MotivAction Solution

- Researched and contracted an ideal meeting location for a large global audience within a tight timeline and limited venue availability
- Developed and managed online registration system
- Developed comprehensive program agendas for six separate audiences
- Created an effective learning environment through:
 - “Bistro Sessions” (breakout educational sessions)
 - Product/solution tradeshow
 - Networking opportunities at evening events
 - Facilitated meetings to communicate the new scope of the global organization

Results

- MotivAction exceeded the client's expectations in designing a program that appealed to a multi-cultural audience
- MotivAction maximized the client budget by negotiating program savings of over \$400,000
- 500+ returned survey responses; average rating of 4.25 out of 5.00; 5.00 = Excellent; 4 = Very Good
- Client CEO stated that although this was planned to be a one-time event, they would like to hold another global meeting in two years