

National Sales Conference and Incentive Launch

Our client required a three-day sales conference in Brighton to kick off its upcoming fiscal year and to announce the winners of their annual Presidents Club.

The 400 attendees included the company's global sales associates as well as some of the organisation's key VIPs, partners and customers. The conference agenda included general sessions, breakouts, exhibition area, networking and special events including a formal awards gala and dinner where they would launch the next big sales incentive: 4 days in Thailand.

How O'Connell-Hoare Supported The Event Vision

We created a buzz at the conference by teasing out details of the new incentive during networking breaks before the big launch at the gala dinner.

The exhibitors were encouraged to run competitions and theme their booths to promote Thailand with giveaways such as toy elephants, note pads, as well as advertising on tuk tuks etc.

The gala dinner and awards ceremony theme was "Thailand" with props and venue dressing and a Thai based menu. The launch was backed by video as well as Thai dancers and music, with full production managed by OH.

Other services included delegate registration, a dedicated 24/7 onsite hospitality desk, as well as room gifts for the attendees.

OH's transformative services resulted in a high-energy event that was praised by attendees and the company's senior-level management as "the most successful sales kick-off ever!"