



European Leadership Conference

Brief

- >> 180 delegates from across Europe
- >> 3 day conference with evening entertainment
- >> Fun and engaging for the audience
- >> European location with good access for flights
- >> Delegate management
- >> Creative concept design and branding

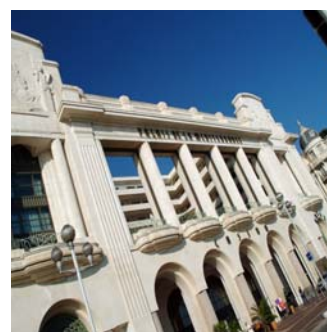
Venue

- >> Good access by Air from European cities
- >> Varied options for evening entertainment and activities
- >> Must be in a country that also had one of their European offices

Audience Size – 180 delegates from across Europe

Solution

- >> After site visits to two cities and five hotels the Palais de la Méditerranée in Nice was >> chosen as the best option
- >> Content needed to reflect on previous conferences contact but also address the future challenges
- >> Conference content and design was built around a theme of 'without frontiers' to reinforce the business message of growth
- >> Apart from the standard business presentations use was made of business theatre and breakout activities
- >> A custom written business 'Murder Mystery' took place at two different locations in Nice giving the delegates a chance to compete as teams against each other and to get out and experience the wonderful sea front.
- >> Interactive handsets were used extensively to engage with the audience and garner instant feedback and opinions
- >> Whilst the first evening was spent at leisure on the second night one of the best fish restaurants in Nice was taken over for exclusive use by the delegates and the final night delegates were given a chance to let their hair down with eating, drinking and dancing in the hotel ballroom.
- >> Apart from content advice and session planning D&D also provided overall event management from AV support to full delegate logistics including web registration for delegates.



“ WE'RE STILL RECEIVING RAVE REVIEWS ”
 from the conference - particularly around the slickness of the organisation and slickness of the presentations/AV work
Project Manager