



United for Growth

BUILDING CONNECTIONS

Global Sales Conference 2019, Madrid April 9-11

BRANDVENUE
–Live Communication Agency

Brandvenue | Dronning Olgas Vej 24, Frederiksberg 2000, Denmark | Phone: +45 70 27 08 82



MAERSK

GLOBAL SALES CONFERENCE

Purpose

"Changing the mind-set for growth".

Location

Madrid, Spain.

Duration

Four-day sales conference.

Participants

2.300 participants, across 56 countries.

Key objectives

Connect, learn and excite for building connections and become united for growth.



Key Objectives

Connect

Managers dinner, Santiago Bernabeu.

Xiloband, used to identify global colleagues in each segment.

Welcome dinner, Ifema Pavilion 1.



Key Objectives

Learn

Workshops and plenum, North Convention Centre, 18 break-out rooms including plenum sessions.

Expert area, 18 unique areas with expert from each business area in Maersk.

5 apps, were created to connect and learn about segments.

Key client's speakers;

Microsoft, Inditex, Schenker & Hellmann.

Keynote speakers:

Mike Ford, Former Executive Club Director – Chelsea Football Club.

Stefan Olander, Former Vice President – Nike.

Bertrand Piccard, Record breaking balloonist.



Key Objectives

Excite

Interactive dance show, showcasing Maersk's new supply chain.

Magicians, interacting with participants during welcome meeting.

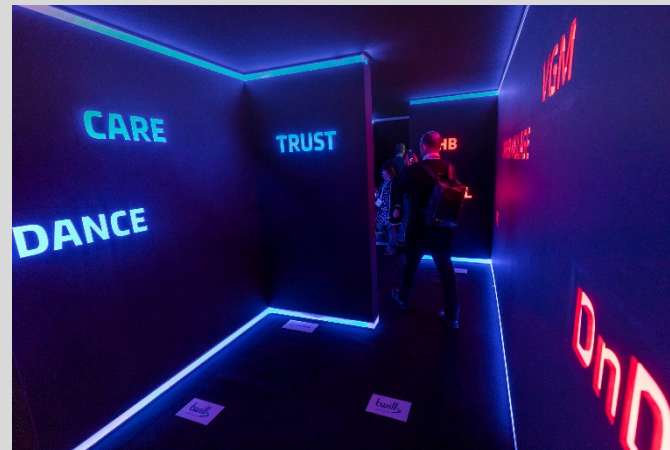
Farmer to fork dinner, 10 shows during the evening.

Copenhagen drummers, welcoming each segment.

Segment containers, experiential experiences based on a customer point-of-view for each segment.

LEGO treasure hunt, a large LEGO treasure hunt created to ensure people visited all expert areas.

Award show, interactive dancers & artist were invited to excite the participants.



Used carpet:

31500 square meters of carpet.

"This is the same as wrapping
the famous Puerta de Alcalá
Santiago Bernabeu stadiums".



Printed items:

14.562 square meters of
printed items.

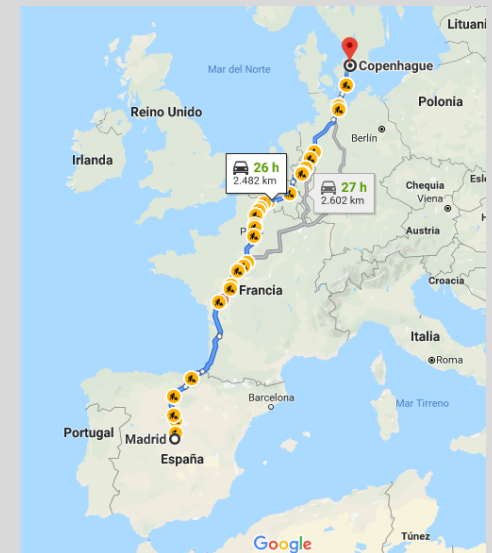
"This is the same as wrapping
the famous Puerta de Alcalá
Madrid monument 7,5 times".



Transfer of participants:

31.750 kilometers on transfers.

"This is almost the same as 13
ways from Copenhagen –
Madrid."



Conference in numbers



Client Experience

Sidse Theill,
Global Senior Marketing Strategist:

*"Brandvenue and BEON was responsible for creating, not only an event, **but an experience** for our global sales community in 2019 in Madrid.*

*We wanted to run a conference which would both **upskill and motivate our colleagues**, as well as strengthening the team spirit across teams and geographies.*

*We succeeded... and there were **so many "WOW" moments** during the days we spent in Madrid.*

*It was intense for us in the project team, but **I felt guided** and in **professional hands all the way through the process.***

Evaluation

4,9 points
out of **5** points

Social Responsibility

50 % of the carpet used in Ifema will be recycled by Ifema for future events.

100 % of the branding items is going to be recycled.

90 % of structures are going to be reused for future events.

Recycling bins were placed around Ifema to make recycling easier for everyone.

Coffee cups and paper napkins were made with 100 % **recycled materials**.

Leftovers were giving back to the local society to avoid food waste.



Learnings

Clear communication

With many stakeholders and lots of managers – clear communication is crucial with decision makers on the management team.

Local knowledge is crucial

Even within Europe, cultural differences are very different, hence our 27Names partners are an important asset.



THANK YOU FOR YOUR TIME

BRANDVENUE

For more information, please visit our site: www.brandvenue.eu

BRANDVENUE
–Live Communication Agency

Brandvenue | Dronning Olgas Vej 24, Frederiksberg 2000, Denmark | Phone: +45 70 27 08 82