

INTRODUCING NEW ERA EXPERIENCES

Global Conference 2015 – P&G Wella



PROJECT

Meeting management

LOCATION

Sofitel Victoria, Warsaw, Poland

TARGET AUDIENCE

Distributors and P&G employees

SERVICES

Creative strategy, identity, graphic design, full project management, film production, animation, venue sourcing, technical production

CHALLENGE

The Global Distributor Conference had run as a successful annual event since 2012; this would be the fourth to take place. The structure and format were well established but risked becoming formulaic. With the majority being repeat attendees, the event needed to regain an element of surprise. As a brand that inspires new trends with a passion to carry hairdressing into the future, the event needed to usher in a new era experience.

SOLUTIONS

MCI set about creating a refreshed, bold event identity with clear business call to action. “Claim the Future” heralded a new vision; full of confidence and inspiration. The adoption of second screen interaction would see for the first time a dedicated event app which enabled delegates to start new conversations, meet virtually and improve networking and family bonding in the real world.

The Sofitel Victoria, a five star property with leading interior design and style immersed delegates in style and artistry, adding to the event experience. MCI contracted the venue, event spaces and accommodation for P&G employees, distributors and event staff, negotiating a 50% reduction in costs to maximize the budget. MCI further handled all global travel for those travelling from Asia and Latin America.

MCI managed the event identity with the Wella brand portfolio guidelines, creating complimentary identities and schemes for all digital and print applications. The event registration, event app, badge/lanyards, YouTube, film production, stage set design, awards and new elements including polaroid style frames were consistently branded with the “Claim the Future” identity.

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