

# Boost business performance through behavioural change.



Using innovative radio frequency identification (RFID) technology to engage employees in an annual sales conference, MCI inspired the behavioural changes needed to energise the client's business performance and take the company to the next level.

## Inspiring Behavioural Change through Innovative Programmes

### The Challenge

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The UK sales and marketing team of a leading pharmaceutical brand were to face ambitious goals for the year ahead, directly linked to the company's new business objectives.

The national sales conference would provide the perfect platform to communicate these goals, motivate employees to achieve them, and align the national sales strategy with the company's values and ambitions.

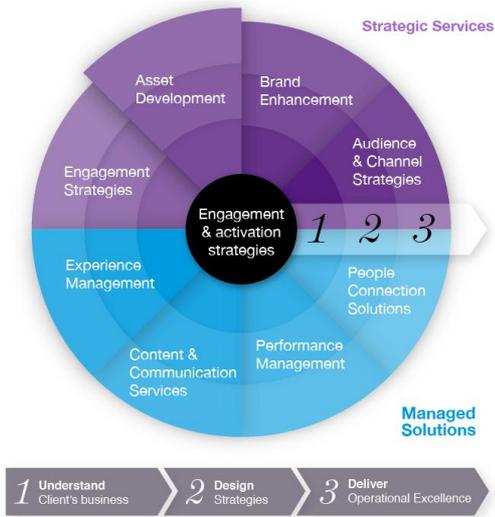
The brand engaged MCI as a strategic partner for the event, tasking us with effectively activating the behavioural changes that would lead to improved business performance.

Recognising that this 'extraordinary pharmaceutical company' would require an extraordinary event experience, MCI's challenge was to create a strong theme which would truly engage attendees and inspire long-term behavioural change.

### The Solution

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MCI started by identifying the brand's business values, ambitions and behaviours, with a focus on attitude, health and satisfaction.



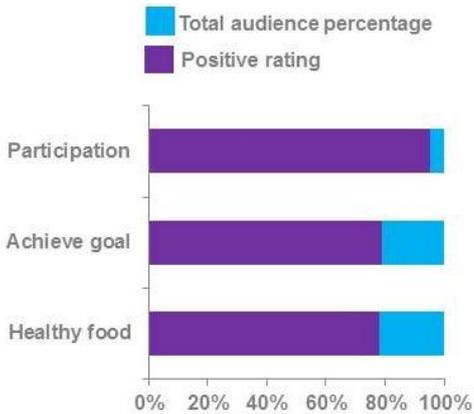
Based on this research, the holistic *Mind, Body & Soul* theme was developed in order to activate the business mind, energise the body and feed the soul.

Pre-event, MCI worked closely with the client to develop a comprehensive schedule of conference sessions and supplementary activities based on the goal of behavioural change.

MCI also set up an online system for attendees to set personal goals around learning, activity and diet in advance of the event.

During the event, MCI provided each participant with an innovative RFID wristband, enabling them to earn points and build a score based on sessions attended, commitment to extra learning, participation in a programme of physical activity and healthy diet options.

A mobile app enabled participants to monitor a live leaderboard and track their individual results.



## Lasting Results

The RFID programme proved immensely popular and effective, with **95% of attendees actively participating** and **79% achieving or exceeding their personal goals**.

Feedback has been overwhelmingly positive, with groups continuing to participate in running and aerobic activities together at headquarters.

To find out how MCI can design an asset development strategy that delivers results for you, please contact: [mciexperiential@mci-group.com](mailto:mciexperiential@mci-group.com).

## About MCI

MCI is the world's leading provider of strategic engagement and activation solutions and a key driver of innovation in the meetings, events, association and congress industries.

Through creative live experiences and digitisation, globalisation, brand enhancement and content strategies, MCI helps organisations to enhance performance, grow globally, energise communities and drive business results.

An independent, privately held company with headquarters in Geneva, Switzerland, MCI's 1,600 experts in 56 cities and 29 countries help clients across Europe, the Americas, Asia-Pacific, and India, the Middle East and Africa to unlock their potential and deliver real change.

Find out more at [www.mci-group.com](http://www.mci-group.com).

