
SABMiller
European Leadership
Conference 2015



Understand

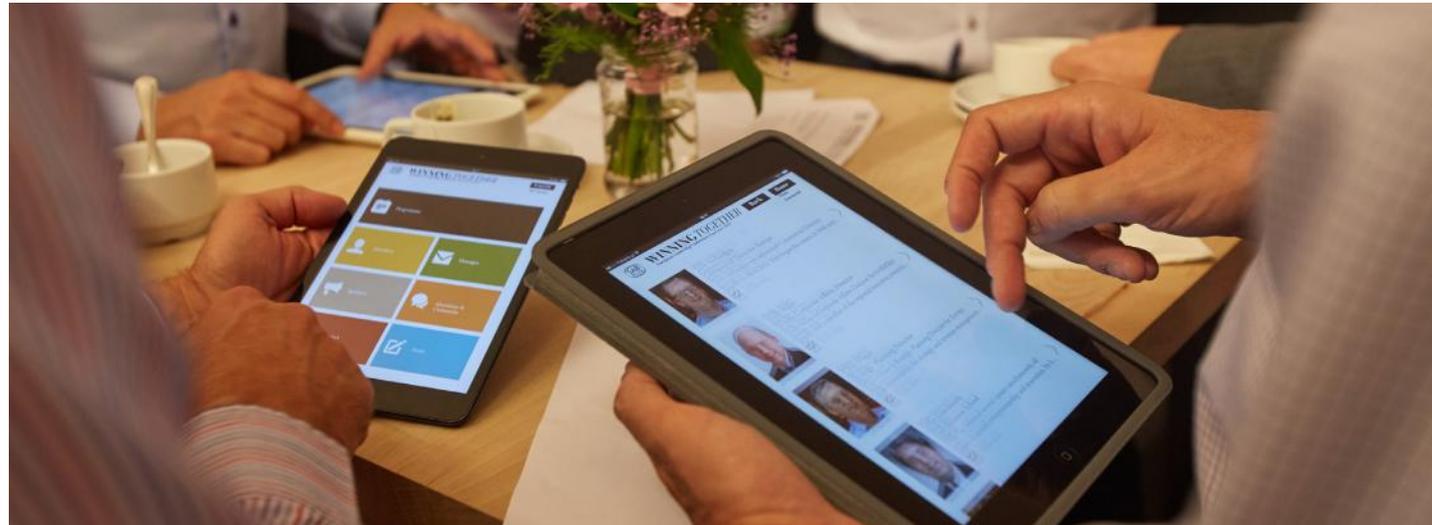
The SABMiller European Leadership Conference brings together the organisation's top 200 senior leaders for an interactive conference that blends strategic communication, knowledge-sharing and brand activation. With pertinent brand developments on the horizon, it was important the conference reinforce and align management with SABMiller's vision for the future whilst also serving as a platform to reconnect and reinvigorate their leaders to collaborate and promote ideas for change. Extraordinary to this conference was the artistic license to push creative boundaries for the client, delivering on one of their business objectives to utilise creativity.

Create

Crown were tasked with managing, producing and curating the conference, comprising a main plenary that delivered on the theme of "Winning Together". Crown worked with SABMiller's senior management team and advisors to develop content that brought key messages to the forefront of the plenary, communicating a one-team mentality and attitude. Previous conferences have focused on strategic messages. This event applied practical outcomes thus the presentation needed to demonstrate how the new approaches, tools and techniques would be adopted. Adhering to brand guidelines but stepping away from the corporate template, Crown produced a visually fluid presentations that would unleash latent creativity among their leaders. This was supported by video production introducing each conference session, leading on to engaging breakout sessions centred on creativity and design to encourage an inclusive, participatory experience. Crown selected a unique venue that was a world away from the usual hotel settings delegates were used to. One of a few listed buildings in Warsaw, the atmospheric Fabryka Trzciny is a former factory, now used as an arts centre. Crown designed and created seven different room environments, utilising the centre's artistic surroundings to amplify the conference's accompanying collateral, including the use of printed canvases and lighting.

Additionally, four branded areas were designed and created to showcase the Lech, Radler, Birell and Meantime beers. Delegates had the opportunity to refresh and recharge, sampling drinks whilst experts shared knowledge and information on the brands.

Closing the conference, delegates were invited to participate in a challenge called 'Great Minds of Europe' which involved them taking part in various physical and mental challenges around the venue. This facilitated a fun atmosphere for delegates to socialise in and to learn more about the brands that were being showcased.



Deliver

"Thank you very much for pulling together a fantastic experience in Warsaw last week. I got lots of good feedback from everyone involved. I think it is one of the best events that we have done of recent times. Really good interpretation of the brief, great speaker support, technically excellent what more can I say.... Please pass on a big thank you to all the team."

Sue Clark
Managing Director, Europe, SABMiller

"The event agenda worked well and the venue was a triumph! I have received a lot of positive feedback about the conference.... [guests] left the event feeling focused. The brand and evening activity also worked incredibly... please pass on my regards and thanks to the Crown team. It was definitely the best conference we have had to date. Well done!"

Elaine McCrimmon
Head of Public Affairs, SABMiller Europe

