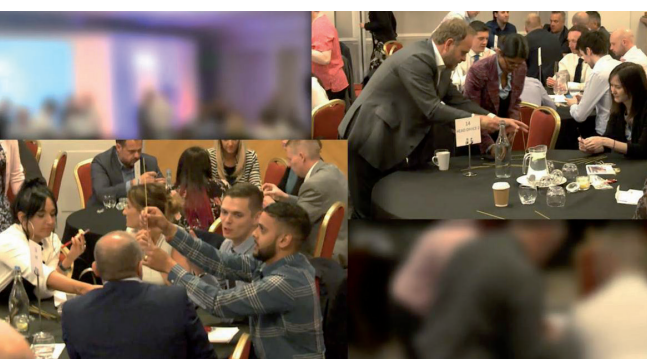
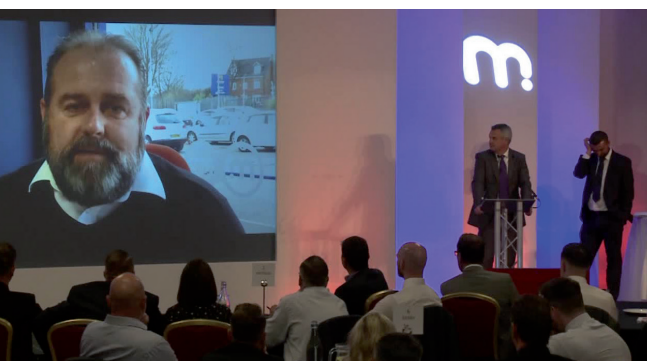




“Turning passive audiences into participating individuals”



CONFERENCE case study

Motorpoint

Sales conference, gala dinner and awards ceremony

The conference was held to embed the Motorpoint **Vision: To be the car buyers' champion by offering unrivalled choice, value and service.** Further, to celebrate business success and efficiency.

Full Circle created a conference, for 130 managers, on the theme **From Good to Great** which was designed to:

- Confirm Motorpoint's market position
- Give a selection of General Managers a platform to share their learning experiences
- Promote a guest speaker, the ex All Blacks captain Sean Fitzpatrick, to engage managers by showing the parallels between From Good to Great, as a rugby team and as a business team (and to teach everyone the Haka, of course)
- Execute a 2 hour turn-round, transforming the conference room into the gala dinner venue with the circus theme The Greatest Show on Earth (i.e. Motorpoint cars)

Delegates were fully engaged and committed to deliver on ambitious sales targets.