

Solve the Case

2015

Most of us are used to identifying a big, glaring problem and improving it. It's fairly straightforward to notice where someone missed a step, and fill in the gap. But how do you improve performance when it looks like everyone is doing a pretty good job?

Find your team and solve the case

Need an icebreaker for when you sit down to lunch at a table with nine strangers? The minutes between sessions when you pretend to be checking emails so as not to look like a hapless loner? Look no further! This is a game of collaboration, creativity, shrewd deduction, and yes, thinking big. Apply what you learn today to craft a truly transcendental, interactive marketing plan.

Read, re-read your case

- Do more than comprehend. Immerse yourself in their problem. Expound. Bear in mind that this is an imaginary company and we don't have time to test your results, so you'll be graded on your inventiveness as much as on your stratagem.
- Draw from your real world experiences to fill in the blanks. Perception is reality, even more in this game than it is in real life!
- Put your heads together. Your team will be as diverse and varied as a Marrakesh bazaar, so lean on each others' expertise.
- Implicate one of today's speakers! We brought in subject matter experts just for your enlightenment. Pick their brains. Ask for greater understanding with regards to their presentation. Apply their wisdom to help you win!
- Test it on a sponsor. Our event today is supported by real world practitioners of interactive marketing. Chances are, they have some insight about what works.

Ready, set, go!

Find your team and get cracking!

Case:

Young and Always Hungry

“O youth! The strength of it, the faith of it, the imagination of it! I think of her with pleasure, with affection...Pass the bottle.” - Joseph Conrad

Offering:

Small, local business providing professional B-C and B-B services

Challenge:

- Consistent Sales Growth.
- Awarded Top 50 Best Places to Work by a local publication.
- Low Employee Turnover and a very supportive internal culture environment.
- Known among competitors for pushing higher industry standards.
- Sales team has positive momentum, and remains open to change.

Goals:

- Improve new sales by 30% in two years.
- Increase gross revenues while maintaining a thick bottom line margin.
- Prepare for the next growth spurt, which includes expansion into new markets.

Listen to today's speakers and get some fresh insight. Fill in the gaps in your knowledge bank.

How do you add “bigger” to “better”?