

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: Prematurely Gray

“Your corn is ripe today; mine will be so tomorrow. ‘Tis profitable for us both, that I should labour with you today, and that you should aid me tomorrow.” - David Hume

Offering:

Industry-specific educational events

Challenge:

- A not-for-profit industry organization curates educational content and hosts events so its members and participants can hone their skills.
- The industry is undergoing sustained, rapid change, essentially spreading out into a wider range of disciplines and quickly obsoleting old practices.
- Attendees have traditionally comprised a range of providers, widely varied within their vertical.
- Sponsorship and attendance have declined steadily over three years.
- Stakeholders’ commitments and contributions are facing constant attrition.
- Recent attempts to shake things up have confused and frustrated participants.

Goals:

- Grow organization membership by 30% in one year.
- Increase conference attendance by 40% from one year to the next.
- Offer content that is exceptionally valuable and well packaged.
- Improve brand awareness and goodwill.

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

How do you fight bad inertia when pieces are flying all over the place?