

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:

Good Engine, Bad Gas

“It is in vain to say human beings ought to be satisfied with tranquillity: they must have action; and they will make it if they cannot find it.” – Charlotte Brontë

Offering:

Medium-sized business provides tools to marketers

Challenge:

- Solid product offering and an outstanding reputation.
- Digital presence is stellar and sales are strong.
- Multiple awards and accolades.
- Leadership and technology are strong. Rigid systems have resulted in cohesive products and delivery.
- Employee engagement is wanting, resulting in undesirable turnover.
- Service issues caused by inert or underexperienced employees have resulted in slow customer onboarding and poor retention

Goals:

- Mitigate customer hemorrhaging.
- Improve customer adoption of full suite of products (upselling).
- Grow user base by 100% in three years.
- Identify new applications for offering, and open new markets.

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

How do you tap the amazing human potential hiding right within your organization?