

Thematic Event - Salesforce Lead India 2018



CHALLENGE

- Organize a two-day event for top management of Salesforce India in the city of Hyderabad.
- The agency had to take care of all logistics on both days, the event theme, designs, location, entertainment for the evening and the expo and conference.
- The event had to have the outcomes that showcased – Pride, Culture, Manager Capability and Bonding.
- The event was to be attended by 200 senior most managers of Salesforce.

SOLUTION

- The theme of the event was one that resonated with passion and pride – Salesforce Lead India.
- The agency created a logo for the theme that took on a very Indian design look and feel. This was carried through the décor and styling for the event.
- The agency chose the venue - the ITC Kohenur, Hyderabad.
- The conference was held in the hotel's ballroom and the gala dinner on its lawns. The agency designed two different set ups for the event.
- For the conference the backdrop was 120ft x 10ft and had a graphic recording wall that was 28ft x 12ft.
- Kickstarted the conference with a super energetic drum based activity to instill burst of energy.
- Created various zones around the conference area focusing on physical and mental wellbeing of delegates.
- The thematic gala dinner was crafted around the rich history and heritage of Hyderabad, theme was named as 'Diwan-i-Khas'.
- The setup had a number of interactive zones with various activities that kept the guests thoroughly involved.
- The entertainment for the evening included motivational speaker Capt. Raghuraman, Legendary Mr Kapil Dev and violinist Sunita Bhuyan.

IMPACT

- The event was an overall success.
- The client and guests were thoroughly entertained.
- Were impressed with the professionalism shown by the agency.