



PHARMACEUTICAL | NATIONAL SALES MEETING



CLIENT CONCEPT

A pharmaceutical company hired CTC Events & Productions (CTC) to partner with them to produce their annual National Sales Meeting. The week-long meeting would provide the opportunity for their 400+ person national sales force to meet, interact and celebrate the previous year's successes, and to educate and strategize for the future.

CTC's mission was to develop unique concepts to generate excitement within the sales force: to motivate, train and recharge their efforts.



MOTIVATE!

The powerful concept CTC suggested was IGNITE YOUR PASSION, which aligned thematically with their new pharmaceutical product and with the company's desired goal to build momentum for strong sales. CTC carried this concept through the meeting both visually and educationally with sessions and entertainment held at the four-star Westin La Paloma Resort in Tucson, a setting designed to reward and inspire the group while keeping the focus on company goals.

EDUCATE

One requirement from the client was to certify the sales reps based on their product knowledge and sales call skill set. In response, CTC created a week-long competition designed to reveal the best-in-class sales reps throughout the country. The reward for top performers was Mastery status, which automatically certified them. The top four sales reps from this group were then awarded additional incentives, including the opportunity to "perform" their skills in front of their peers and leadership in a sales-themed competition based on the popular singing competition, The VOICE.



The sales leadership acted as the "judges" vying to get the sales rep with the best pitch on their team (as the photos show, the judges obviously embraced the concept). The exercise was both entertaining and educational for the performers, the judges and the audience. Needless to say, the show was a huge hit!

CELEBRATE!

Two evening events transformed the General Session room into a fantastic new world, designed to celebrate the company's performance and individual achievements, while reinforcing the week's purpose and theme.

The Awards Gala commemorated the achievements of the top sales performers and provided inspiration to their peers. The event featured a red room wrap, complete with beautiful flower arrangements and elegant decor to set the mood and IGNITE THE PASSION.

To close the week-long event, the team was ready to kick into high gear to reward the sales force after a week devoted to the hard work of certification. The IGNITE THE NIGHT celebration pulled out all the stops to start cool and end up hot!



As the guests arrived, the darkened ballroom was filled with low-level fog and lit by mood-enhancing blue lights. A large ice igloo glowed in the center of the space, revealing trapped figures in white parkas. Cue music, and the performers encased in the ice began to carve and "melt" themselves out of the igloo to reveal the meeting theme logo—and thematically "turning up the heat." The Fire and Ice Performance ended with DJ Roonie G making sure the entire group danced long into the night.

THE CONCLUSIONS

The client qualified the event as a complete success. CTC helped them meet their stated goal to educate the sales force on their new product, and the client particularly credited CTC for its creative approach to the training initiative and the incentive events. CTC delivered a unique and memorable experience for their team, and the client was thrilled with the execution of the overall event.

