



# PHARMACEUTICAL | NATIONAL SALES MEETING



## CLIENT CONCEPT

A medical device company hired CTC Events & Productions (CTC) to partner with them for their logistics and production needs at their annual National Sales Meeting (NSM). This annual meeting is critical for the company to share annual goals and to review and recognize the previous year's top sales performers. The company had achieved its sales goals for the previous year, but they saw an opportunity to create a unique experience at this year's NSM to break down silos and re-energize the company culture.



## MOTIVATE!

We met with the client to strategize themes that would resonate with their teams. The client shared with CTC that the previous year's sales results were strong, but they believed there were opportunities to leverage for future growth. After several rounds of collaboration, the theme "Execute to Excellence" captured both the overall company objective to take their product line and growth to the next level, and served as a message for the sales team to embrace.

Selecting the Waldorf Astoria Orlando allowed CTC to create a high-level welcoming experience. This top-tier hotel offered a backdrop of "excellence" and set the client's expectations for the team. The welcome reception was held in the beautiful waterfront space... and the magic built from there.



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## EDUCATE

The client had big goals for this meeting: refresh the company culture to take the team's performance to the next level.

CTC began the planning process by uncovering ways for the entire sales force to open up and bond as a team. CTC identified three components to help land the objective: a dynamic keynote speaker, an exhilarating awards gala to celebrate the team's existing accomplishments, and an agenda to foster team engagement.

The program opened with Dear World founder, Robert X. Fogarty, an inspirational speaker and artist who is famous for telling people's personal stories by literally writing them on their skin, then commemorating the experience with unique photographic portraits. Robert's storytelling approach and methodology created an electric cultural shift within the team, as they connected with one another in a very different and effective way during this powerful exchange.



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## CELEBRATE!

For the Annual Awards Gala, CTC intertwined entertainment with delicious food courses and awards—including a live jazz trio, video productions, and a conceptual figure, the Mirror Man, as the focal centerpiece in the room.

On the last night of the weekend, CTC developed a team building experience for the group with the help of strategic partner, The Go Games. The company was divided into their sales regions and then set loose in Downtown Orlando, where they overtook the city to compete in a highly competitive photo/video scavenger hunt. The evening culminated at the unique SideShow bar for judging and dinner and dancing.



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## THE CONCLUSION

CTC Events has worked with this client for several years and we were delighted with their feedback. From their perspective, this national sales meeting was a huge success—the best that they have ever experienced. From the planning to the execution, their objectives were met to inspire their teams not only on site but back at the office.

Take a look at the video on our [website's homepage](#) to hear directly from the client!