

## Case Study: Change Management



"Everyone said it was the best conference they have ever been to. The team activity went down a treat and really helped ingrain some of our core values."

## Background



Change is never easy, especially when it involves a new set of corporate values and a change in business name. In July 2010 Treasury Wine Estates became the new identity for Fosters Group wine business and within just a few weeks we worked with the client to produce a conference for 300 delegates at the London IMAX.

With the country's largest cinema screen at our disposal, film was the obvious medium to both motivate and communicate the values and new direction to delegates.

Our production team produced four video sequences in the fortnight leading up to the conference including a sunrise over an Australian vineyard and a three-minute brand sequence from less than a dozen still photographs and logos. On the day, this footage supported live presentations from key figures in the business and complimented a large scale team activity in which delegates brought the new values to life by making their own short films. The day concluded with a light hearted awards ceremony for the best films and performances followed by an after show party.

## Results

The conference was all about communication and as a result of the day's programme - mixing films, presentations and activities - the company's values and vision had been clearly identified for delegates in a fun and memorable message. *"Just a quick note to say another big thank you for your help with the conference. We had a huge amount of cynicism around the name change but now everyone is really positive about it and they even understand what Vintrepreneur means!"*