

## Case Study: Senior Management Staff Conference



*"Thank you so much for what was a truly great day. It's been a pleasure to work with you - the guys that were there yesterday were fantastic and their support was first class."*

### Background



2 Sisters Food group is a major European food company supplying chicken products to the retail, food service and food manufacturing sector. Having grown since its creation in 1993 from a small-scale frozen retail cutting operation to a company with sales approaching £1 billion, this fast paced business needed to bring its leaders together and set out the future plans for growth.

Back to back presentations were never an option to inspire the 150 senior managers, but we needed to create a memorable event in which key messages could be presented. Fresh Tracks created a varied agenda combining energisers with short presentations, each with its own distinctive style. Some speakers employed movement to inject energy while others told stories or employed video to engage and inspire the audience. As part of the event, 2 Sisters commissioned Fresh Tracks to produce a short film about the organisation's diverse operations and successes - a memorable way of communicating key messages on the day. The conference was followed by an informal evening including traditional bar games, a giant Scalextric track and video games.

### Results

Feedback from the client indicated that the structure and content of the conference had created a buzz among the senior managers resulting in increased communication and motivation. Longer term the company plans to hold similar events to reinforce the key messages from the day.