

Case Study

COMMUNICATING KEY MESSAGES AT A COMPANY CONFERENCE LEADING UK HEALTH & BEAUTY RETAILER

Background

Allman Communication was appointed in January 2008 to work with one of Britain's largest pharmacy led health and beauty retailers to help deliver a two day stores conference.

Following a recent merger, the event was the first ever opportunity of bringing together nearly 4000 senior store managers to launch the company's new stores organisation.

Objectives

1. Launch the new stores organisation to both local pharmacy and health & beauty store managers
2. Share and engage store managers with the ambitions, new strategic plan and new culture
3. Energise and motivate the store managers, have fun and set them up for success
4. Engage delegates in the priorities to drive performance in 2008/09
5. Celebrate success and launch a new pharmacy award scheme

Approach

- Working alongside the company's stores communication team a detailed plenary agenda was devised to launch the 2008 stores conference
- Four store priorities were identified as the key messages to deliver at both the local pharmacy and health & beauty conferences
- Presentation content for each of these four areas was then developed by working closely with the stores leadership and executive teams
- Worked with senior leaders to equip them to deliver effective presentations

Results

A successful two day stores conference was delivered where every delegate had the opportunity to hear and understand the ambitions, journey and plans to take the new company stores organisation forward into the future.

Talk to us



To find out how we can help you better communicate with and engage your employees, please contact:

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