

INTERNATIONAL SPECIALISTS IN AWESOME.

TOP BANANA.



350
ATTENDEES

4 DAY EVENT

HOTEL EPIC
SANA LISBOA
HOTEL

2 DAY DRIVE

IN 2 ARCTIC
LORRIES

from UK to Lisbon,
with all AV,
production and set

874M²

room to build set
across 2 days

AV required in
12
different spaces

9
rooms were needed
for different parts
of the agenda

37
members of
staff onsite

Delegates travelled
by aeroplane, train,
coach and car



...from 27 different
EMEA locations

280 ARRIVALS
into Lisbon airport...

All transfers handled
within a 5-hour period
06:00 – 13:00



Dedicated multi-lingual
registration desk in hotel
to speed up registration



24/7 INFORMATION HUB
for all enquiries, questions
and emergencies

Each session was scripted and translated into 5 different languages



The agenda was crafted to
seamlessly move the right
people to the right spaces
at the right time

Day one and two all 350
delegates were in main
plenary room



The Global Presidents
opening presentation was
web cast across 3 different
time zones



On day four delegates
were split in to 9 groups
– one for each country
and split across 9
different rooms



The delegates were then
split in to 3 groups – one
for each business unit



Overnight on day 2 the main
plenary was transformed in
to two different spaces

253%

uplift to strongly
agreeing they understand
company priorities

64%

uplift to strongly
agreeing they feel good
working for Hospira

77%

increase in understanding
how plans impact
their country

73%

increase in knowing
behaviours to adopt to
achieve country goals