

TANDBERG APAC Sales Kickoff in Bangkok, Thailand

Challenge

TANDBERG wanted to organise its annual APAC sales conference to enable its regional sales and marketing teams to celebrate the past year's successes and to plan the next year's strategies and programmes. TANDBERG did not have the internal resources to plan and execute this vital event and contracted APC to deliver a results-oriented conference where delegates would bond as a team and leave feeling inspired and motivated to work together to achieve the team's goals.

Strategy and Action

APC selected a Thai affiliate to assist with planning and executing the conference, scheduling regular calls with both the affiliate and the client. APC was instrumental in providing strategic-consulting and project-management services to fine-tune the conference vision — developing the conference theme, setting attainable objectives, outlining strategies to enable TANDBERG to achieve its business goals, as well as building a detailed budget and project schedule to meet TANDBERG's objectives.

Results

The result was a productive and effective conference that was memorable to the TANDBERG sales and marketing teams. The two regional executives were extremely pleased with the results. The marketing team appreciated APC's innovative ideas, creative and meticulous planning, and smooth execution that led TANDBERG to hire APC to organise another high-profile event to be delivered four months later.

