

Gap: European Conference

Audience: 280

Location: Manchester

Project: Conference & Awards



Background & Objectives

Global fashion retailer Gap holds an annual conference for its European store managers just before the Christmas trading period. It is an opportunity to communicate the strategy and focus of the business for the year ahead. It also allows the group to showcase the new seasonal range in order to inspire and educate the team, ready for the busiest time of year.

The Experience

MotivAction have been involved in the conference for over 7 years, offering full event production services.

Manchester was chosen for its central location and Victoria Warehouse, a disused urban space, was transformed to create an inspiring scene with the wow factor, including a catwalk, product display gallery and conference space which was transformed for the evening dinner.

The 3 day conference included a kick off conference and fashion show, as well as awards throughout the event and a gala dinner.

Results & Outcomes

Store managers left the conference feeling energised and knowledgeable about the future strategy and new product lines of Gap.

The fashion show helped to reinforce the style of the brand for the festive months ahead.

