

HEA's Latin Fever brings back the Passion

Case Study



Background and Objectives

Halifax Estate Agency (HEA) were looking to stage their 2007 annual conference for 400 guests; consisting of equity partners and head office staff.

It was the first time that HBOS split their service area conferences, and MotivAction won the live event for HEA's area. The client was looking for an effective communication tool that also entertained. The objectives of the conference were to grow equity partner channels and review the HEA successes of 2006 whilst planning for 2007. They also wanted to build a passion for estate agency and recognise some outstanding contributions from teams and individuals.

Planning and preparation

A host of MotivAction services were employed before, during and after the conference. These included live event planning, multi-media production, collateral print & design and online marketing & communications.

In close consultation with the client, MotivAction conference specialists worked through logistics, content and style considerations. However, the number of expected guests rose by over 50 guests, and the MotivAction team had to alter plans and deal with changing requirements accordingly. The event organisation was coordinated effectively in a short space of time – with only 20 days before kick off. This included the inviting and registering of all guests via an in-house e-mail campaign and the generation of a web registration page. There was also a dedicated online page for guests, containing a message board and information about venue, speakers and itinerary.

The Event

HEA held their 2 day conference, 'Vive la Pasion', at the Celtic Manor in Wales. There was strong theming throughout the day, with Latin American tones incorporated into everything to help support the objectives. The conference began with a stunning opening set piece; a heartbeat echoing around the meeting room and a flamenco dancer taking to the stage to bring the Vive La Pasion theme to life. Pre filmed vox pops from HEA departments around the country were also screened throughout the conference. A salsa band & dancers provided live 'stings' for the speakers, and the delegates were kept fully engaged - shaking pairs of maracas and moving to the Latino beat. Highly popular 'Sol' beer intervals also took place instead of the usual teas and coffees.

The conference led into a true fiesta of evening entertainment:

- The room was re-decorated with colourful and vibrant theming, reproducing the sights and sounds of a mardi gras
- Authentic street vendor stalls serving traditional Latin American food
- Salsa Dancing and acrobats
- Stilt walkers and 'tropical bird' performers
- Pre-dinner drinks room was transformed with hammocks, seating, throws and a South American cocktail bar
- Arrival pictures and highlights from the conference were shown over dinner

Results and Outcomes

- Helped to re-focus delegates on key areas of the business, whilst embedding the requirements of equity partners
- Exceptional conference content led to informed and enlightened guests
- A highly memorable occasion assisting in relighting passions for estate agency
- A feedback website allowed thoughts and opinions to be addressed – ready for the next annual conference

