

National Sales Conference



RÉMY COINTREAU USA



Rémy Cointreau USA demanded flawless brand and sales strategy communications at its National Sales Conference and turned to Broadstreet to help deliver content in a relevant and meaningful way.

Broadstreet used its four stage methodology, P.O.S.T. (People, Objectives, Strategy and Tactics), to uncover, align and integrate the communication needs of leadership and the audience. P.O.S.T. helped Executive Leadership define a clear communication strategy to ensure the most effective results for the meeting.

For stage one, People, Broadstreet surveyed all attendees uncovering thoughts, expectations and concerns of the team.

Stage two, Objectives, identified leadership's content and messaging objectives, as well as outcomes for the meeting. Once leadership messages were agreed upon, Broadstreet helped align those messages with the needs revealed in the attendee survey.

Stage three, Strategy, resulted in a communication strategy which incorporated the aligned messages into the key takeaway messages for attendees.

These three strategic messages became the basis around which all Tactics (stage four) were developed, including presentations and content.

Survey results praised the meeting, "By far this was the best National Sales Meeting I've attended in my nine years with the company. I love the pace of the day and the quality of the information," said one attendee. Another participant added, "The organizers did an incredible job in making the event fun, interesting and informative. The speakers were engaging and presented information that really made the Rémy Cointreau USA vision clear."

