



ACNielsen / VNU

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Consumer 360 Customer Conference
J.W. Marriott, Phoenix, AZ
1,000 Attendees

VNU knew that a first-ever combined conference for its' AC Nielsen and Spectra divisions had to be a first-rate experience for marketing and product management from leading Consumer Package Goods companies and retailers. A successful conference would generate excitement, enhance relationships and lay the foundation for building more business in the future.

The Business Issue:

VNU wanted their audience of leading marketing and product managers to:

- Learn more about future trends in the CPG information industry;
- Choose from over 80 breakout sessions with the opportunity to utilize the latest software and learn from the experts;
- Network and build connections with the leading CPG experts in the world

Business Challenges:

- Create a great looking general session environment, perfectly executed with very little set-up and rehearsal time. Coordinate speakers from different organizations for the main stage presentations and execute flawlessly ~ within production schedule and within budget.
- Set-up over 10 breakout rooms with over 10 LCD projectors, 10 sound systems, 80 PC's, 150 monitors and 6 plasma screens. Esprit needed to coordinate 80+ breakout sessions over a 3-day period with dozens of different presentation teams.

How our team rose to the challenge:

1. Beautiful Staging - Consumer 360 – the client's designed theme, focused on the audience's customers from all views. With a circular theme logo, Esprit introduced the idea of circular screen surrounds. Flanked by a cyc, the lighting director provided a variety of colors and looks throughout the sessions.

2. Attention to Detail - Hotel specification letters with accurate floor plans were created for each room allowing Esprit to meet the clients' tight time frame. Through communication and coordination with the staging, AV, hotel and client staff, the general session room was ready for every rehearsal.

At the end of the day, what did the client say...

"The staging and flawless execution were terrific. I truly appreciated the flexibility that you brought to each change that surfaced. In the end our clients were able to enjoy a wonderful experience during their time at the conference."

Meetings – Events – Communications

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