

Creative Conferencing



Through our experience of working with companies to design and facilitate leadership conferences, we were asked to assist with the delivery of an annual event involving the top 100 leaders of a medium sized Oil and Gas company. On this occasion, our involvement included an extensive planning period where our team was embedded in the company for 2.5 months. We were also asked to coach a team of client employees in leading the sessions and facilitating break-out groups. Since the conference theme was about ‘people’, we were very keen that the style and format ensured a high level of engagement and interaction. We also helped them focus on bringing their corporate values (*passion, honest communications, respect...*) to life at the conference.

Did it all work? Well, to cite the words of the CEO in a message to employees after the conference:

“...I believe was felt by all the participants to be even better than previous years.”

It really did come together extremely well. During the planning period, some of the top leaders felt a little sceptical at first about some of our more ‘radical’ approaches. However we managed to gain a lot of trust from the client through justifying the content and processes for the conference. We built a very solid foundation which gave the client confidence at the conference to ‘step up’. The client team, whom we coached and who ultimately ‘ran’ the conference, was truly exceptional. The degree of engagement, interaction, passion and fun was quite extraordinary. What was very gratifying was the level of participant alignment achieved and resulting satisfaction of the sessions, measured by an electronic Audience Response System at the end of the conference.

For us at people=positive™, this was a truly great project to be involved with.