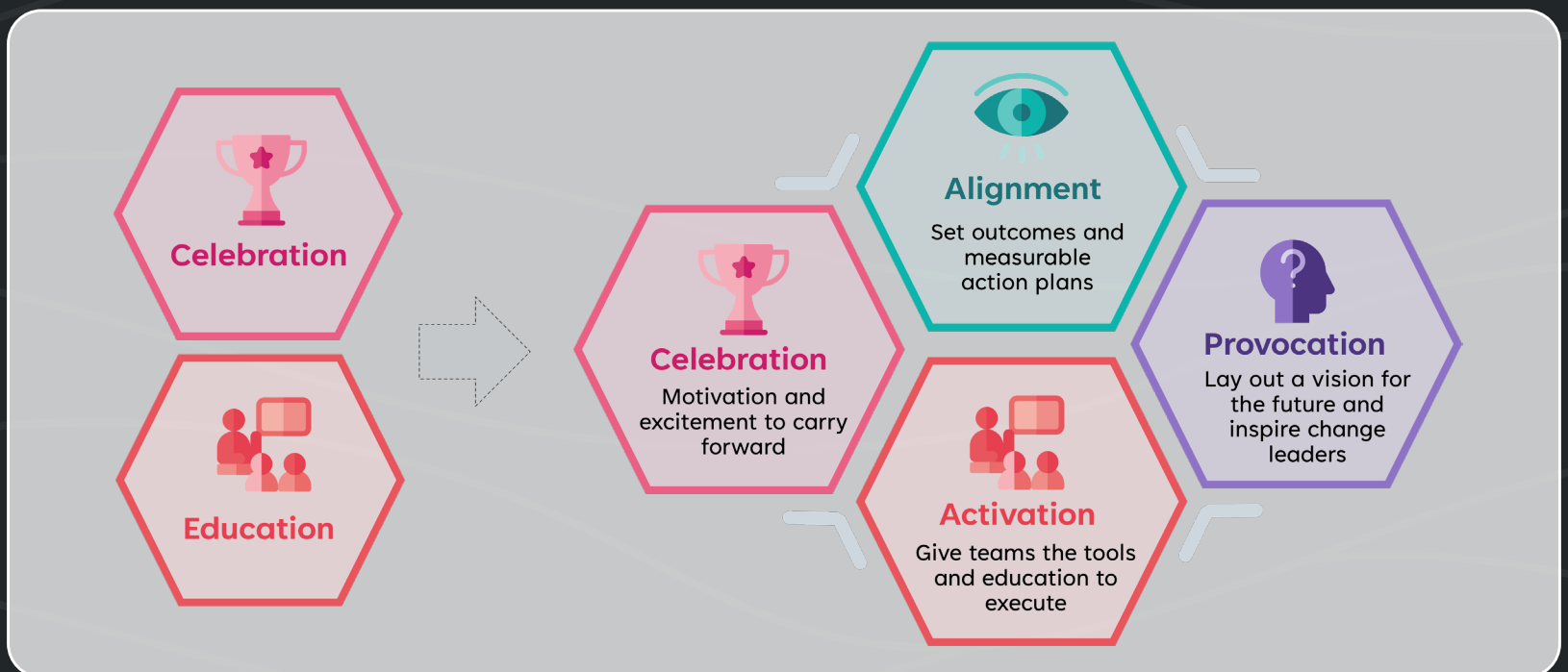


Commercial kickoffs, meetings, and summits

Commercial kickoffs, meetings, and summits are opportunities to create unique and custom engagements that align and inspire your teams. We help teams follow mindful design principles for these strategic gatherings to drive **purpose, ownership, personalization, and intention**, delivering valuable experiences for your organization.

Commercial kickoffs can be more than just celebration and education. Embedding strategy and change at scale requires a deliberate focus on these four critical elements: **alignment, provocation, activation and celebration**.



How we can support you and your team



Event design advisory

A partner who will help you design and guide the execution of your event.



Experience development and facilitation

Bring main stage presentations and breakout room experiences to life.



Content development and messaging

Leverage the broader BTS content library and upskill your audience with proven capability-building exercises that look, feel, and sound like your organization.

Reasons why commercial kickoffs, meetings, and summits might be right for you

Initiative rollouts

Team building/networking

Introducing new leadership

Product launches

Celebrating

Overcoming difficult times as a team

Year-end meetings

Defining and driving culture

Personal and professional development

Communicating new goals

Integrating acquired companies

Connecting teams across functions

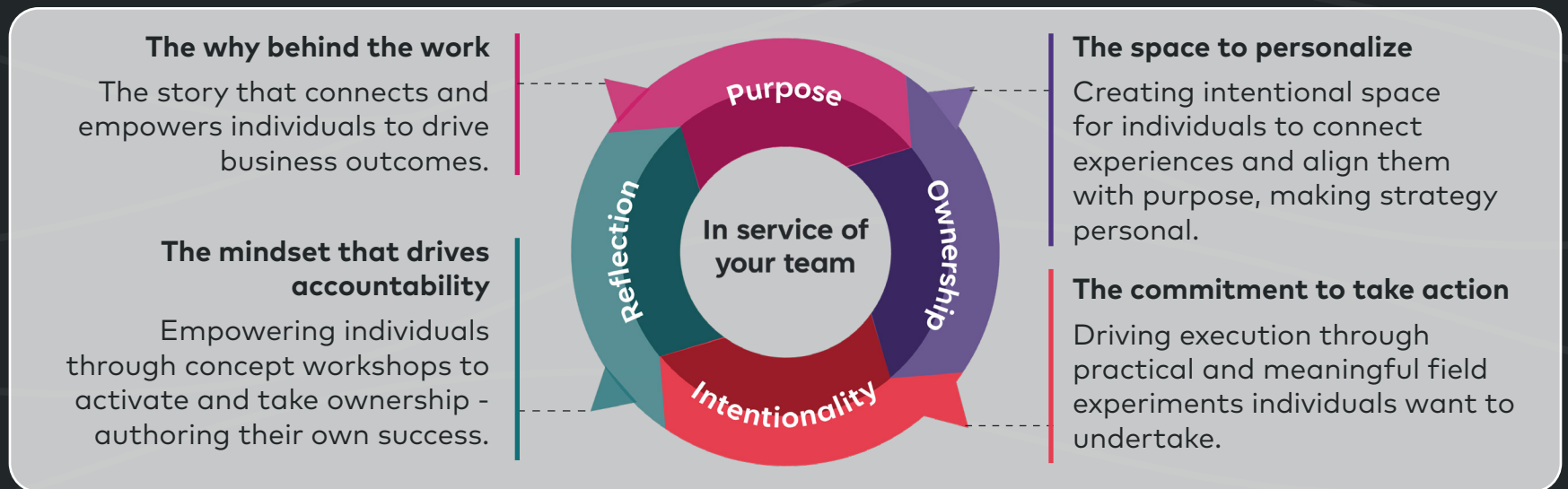
Engagement details

- Format: Virtual, in-person, or hybrid
- Duration: 1-hour; 1/2-day; 1-day; multi-day
- Capacity: 25-30,000+

Engagement options

- Event advisory
- Experience development and facilitation
- Content development and messaging

We utilize four design principles as a foundation for any successful kickoff, meeting, or summit.



We have experience helping clients with a wide variety of programs. Here are some common needs based on a company's growth.

Startup

- **Events:** Smaller or regionally-focused meetings, team building meetings, strategy development sessions.
- **Key Objectives:** Generate culture. Create excitement about the future. Reassure through initial 'growing pains.'

Mature

- **Events:** Sales kickoffs, initiative rollout events, company retreats, business unit-specific events, year-end meetings.
- **Key Objectives:** Revitalize motivation. Overcome organizational obstacles. Maximize profit. Retain customers.

Growth

- **Events:** Leadership alignment sessions, sales kickoffs, product launch events, acquisition integration events.
- **Key Objectives:** Galvanize an established culture. Align the organization on outcomes. Generate new business.

Declining/new "s-curve"

- **Events:** Leadership innovation summits, strategy development meetings, high-potential development sessions.
- **Key Objectives:** Inspire the team. Rebuild motivation. Communicate new strategies. Innovate.

