

Supercharge your sales kickoffs, strategic meetings, and offsites

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Welcome

Where are you joining us from today?



Let us know
in the chat!




Supercharge your Large-Scale Events

How BTS can support your efforts

It's planning season!

Are any of these themes familiar?

Opportunities and challenges for our clients planning their Q4'22 and Q1'23 events

Please drop in the chat
 **Which are you experiencing?**

1

Creating impact when bringing teams together after years apart

2

Utilizing limited budget with a looming economic downturn

3

Developing a program that generates sustained behavior change

4

Leaving a long-lasting legacy through a successful, high-profile event

5

Communicating new strategies, initiatives or product information

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Leveraging technology effectively to enable your event

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Aligning leadership on a single, cohesive vision for the experience

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Planning contingencies for quick shifts from in-person to virtual

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Ensuring a consistent theme throughout the entire experience (red thread)

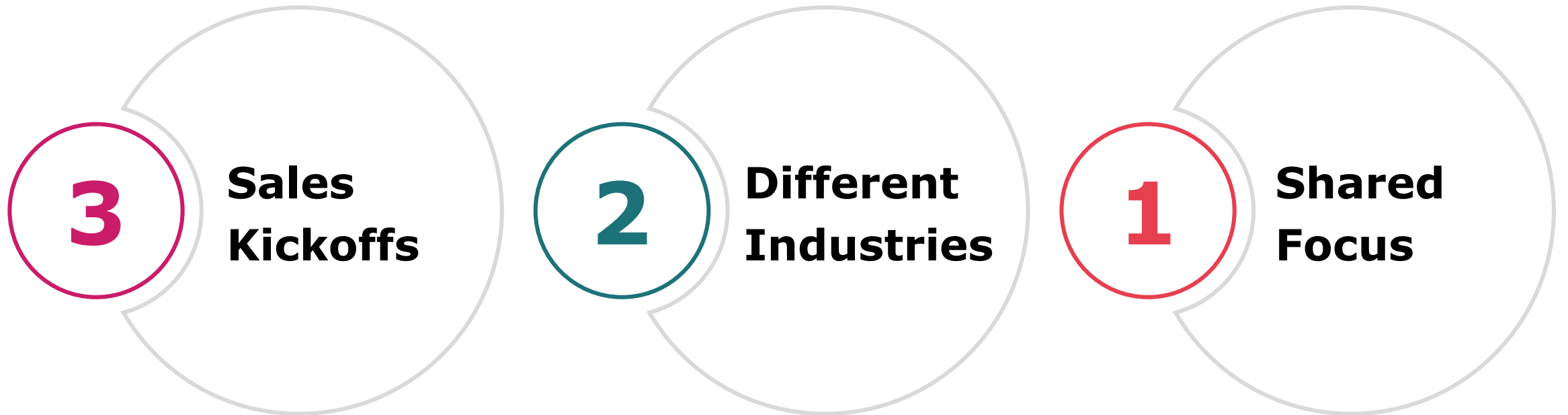
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Providing a personalized experience to cross-functional participants

You're not alone!



What does success look like?





The Need

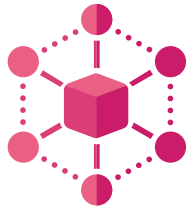
The client

A **globally trusted platform** that **connects businesses of all sizes to their customers** on any digital channel.

The situation

Operating in a **hypercompetitive** and **ever-changing** space and needing to drive new and improved **customer engagement approaches across their GTM team** (sales leaders, sellers, and solution engineers).





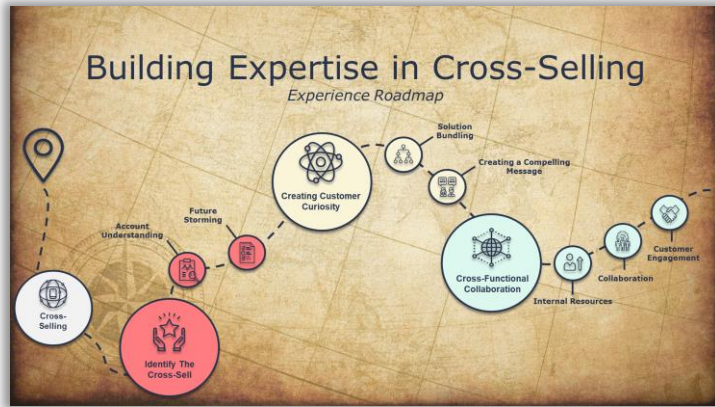
The Solution

The 'A-ha' moment: The client recognized they could provide a sense of **ownership** in the experience by providing **unique options** for sellers and sales managers. This allowed the client to cater to a **variety of segments, tenure, and functions.**

Story

1

A multi-track, fully integrated Sales Kickoff



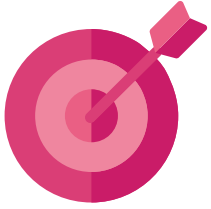
Building Expertise in Cross-Selling



Managing Your Funnel



Leading



The Results

“ Easily the most useful session so far, loved the simulation. While I didn't agree every time with the result/some options had an impact that is not really expected, the session was truly amazing, and I would love to have it once a quarter within the team. ”

“ Would love more sessions like this in the future! This was so far my favorite part of SKO. ”

Following the workshops, participants committed to specific Go-Do actions they would take back to their day-to-day roles.



“ Loved the collaboration of this session. Great to hear how people in other segments would tackle this. ”



The Need

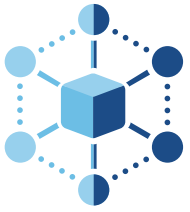
The client

A global fast moving **consumer goods** company

The situation

This company was launching a **new operating model** (i.e., product value chain process) at its 2-day national meeting and sought to align its **entire field leadership team of 600**.





The Solution

The 'A-ha' Moment: The client was able to **contextualize** and provide space for participants to **personalize** the change through the **debriefs with senior leaders**. Without space for **reflection**, there was a high chance of a disconnect between messaging and how field leaders would apply the new operating model.

Story

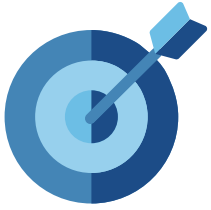
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A 120-minute **interactive simulation**.

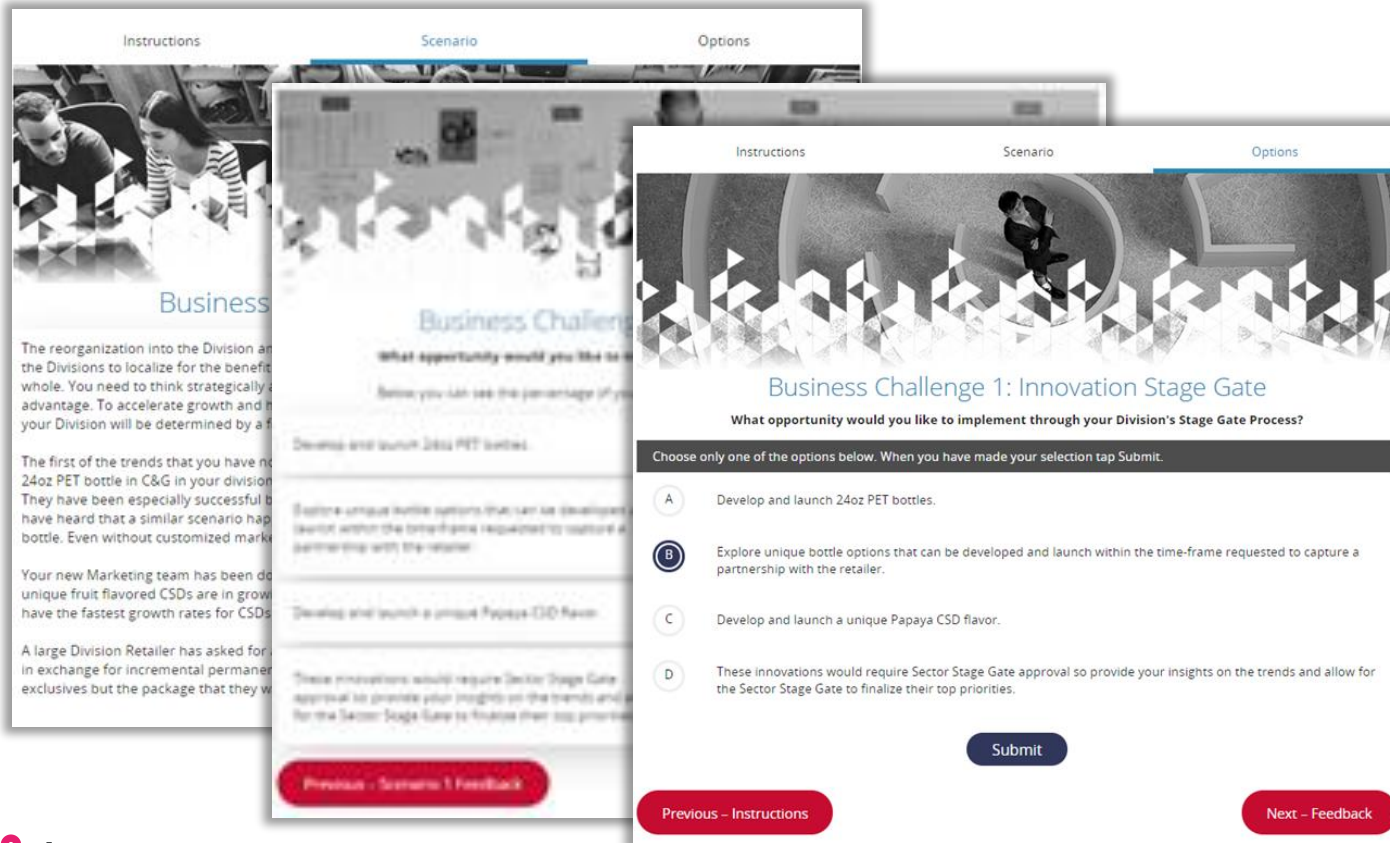
Simulation consisted of five critical moments that **challenged leaders** to **envision the impact** of successful and unsuccessful implementation of the new operating model.

The experience was debriefed and contextualized by the Senior Leadership Team, giving field leaders the chance to **interact with executives** and understand the benefits of change **within their own roles**.





The Results



Cascade tool rolled out to entire North American field team.



The Need

The client

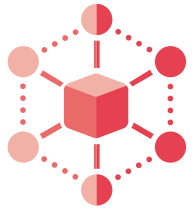
A global **cloud software** provider.

The situation

This company introduced a **new customer engagement methodology** that sought to bring together historically disparate teams, functions, and processes into a **single motion**, but adoption had been limited.

This company needed help driving **understanding and execution of the new methodology** to better serve customers, fend off competition, and reduce the rate of customer attrition that has begun to worry shareholders.



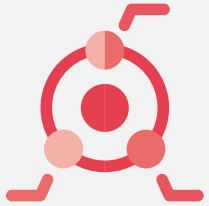


The Solution

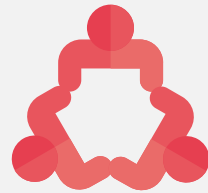
The 'A-ha' Moment: The client created a simulation to communicate a new methodology for **cross-functional teams**. By aligning the scenarios to the **customers** they serve, they allowed teams made up of **multiple roles** (customer success, sales, services, etc.) to **collaborate** more effectively.

Story

3



2 Simulation Rounds



~29k Learners Globally

Facilitated by 900 Sales & Customer Success Leaders

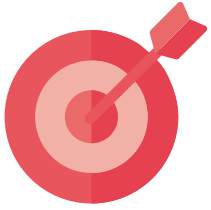


290 Cohorts

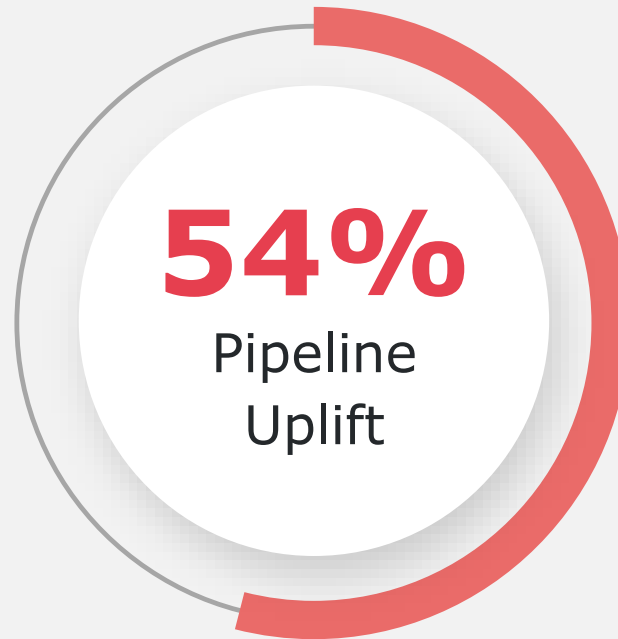
~100 people per cohort
~ 10 teams per cohort



Winning Metrics Aligned to Client and Customer KPIs



The Results



What's the shared focus among all three stories?

What's worked in the past: Events in service of our organization



Celebration

Motivation & excitement to carry forward



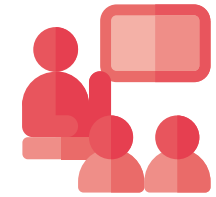
Alignment

Set outcomes and measurable action plans



Provocation

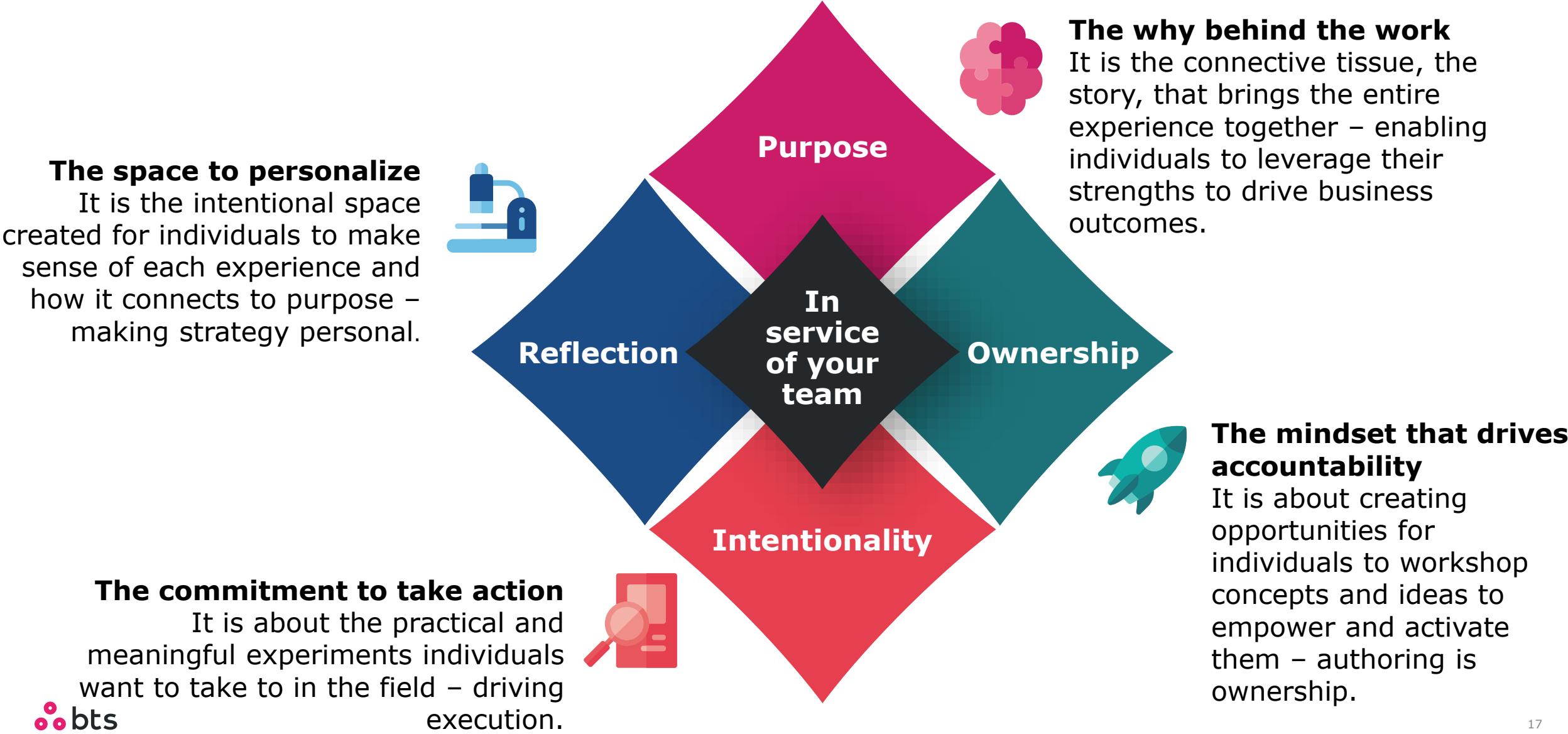
Help teams overcome obstacles



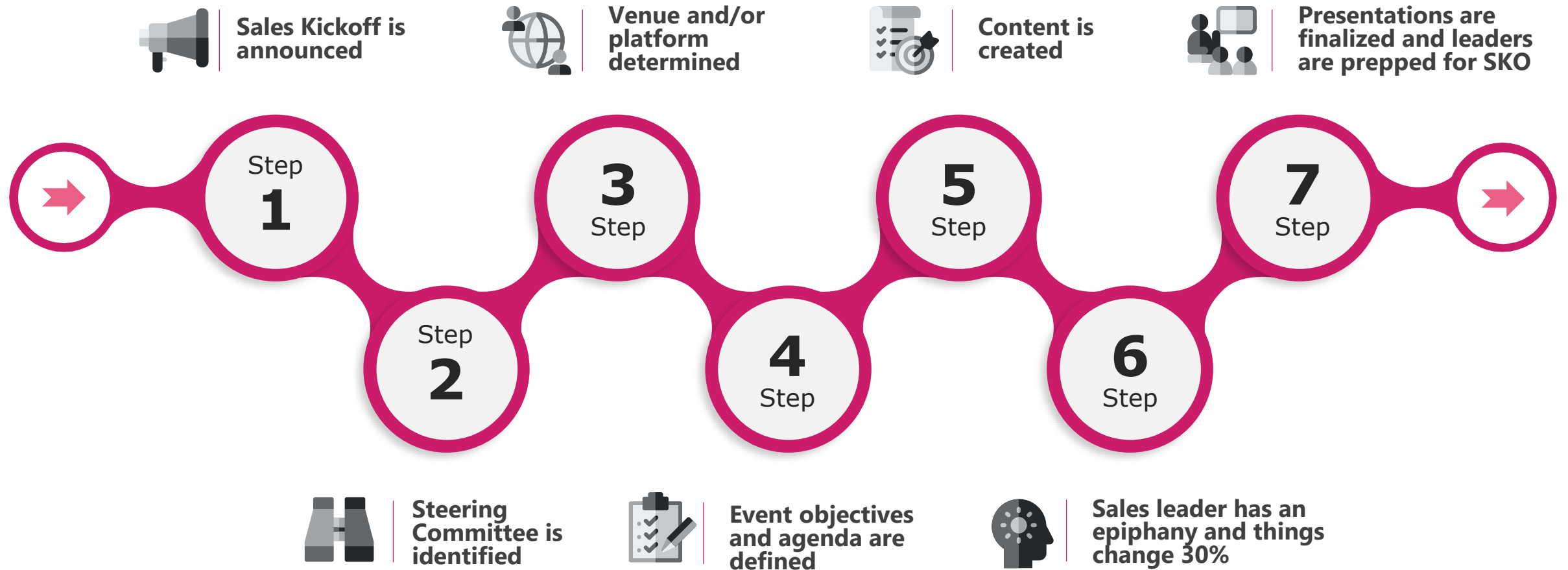
Education

Inform teams of what's new and different

How do we make this all about our people and culture?



What we typically see when creating a Sales Kickoff



Bringing it full circle

Opportunities and challenges when planning our events

1

Creating impact when bringing teams together after years apart

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Utilizing limited budget with a looming economic downturn

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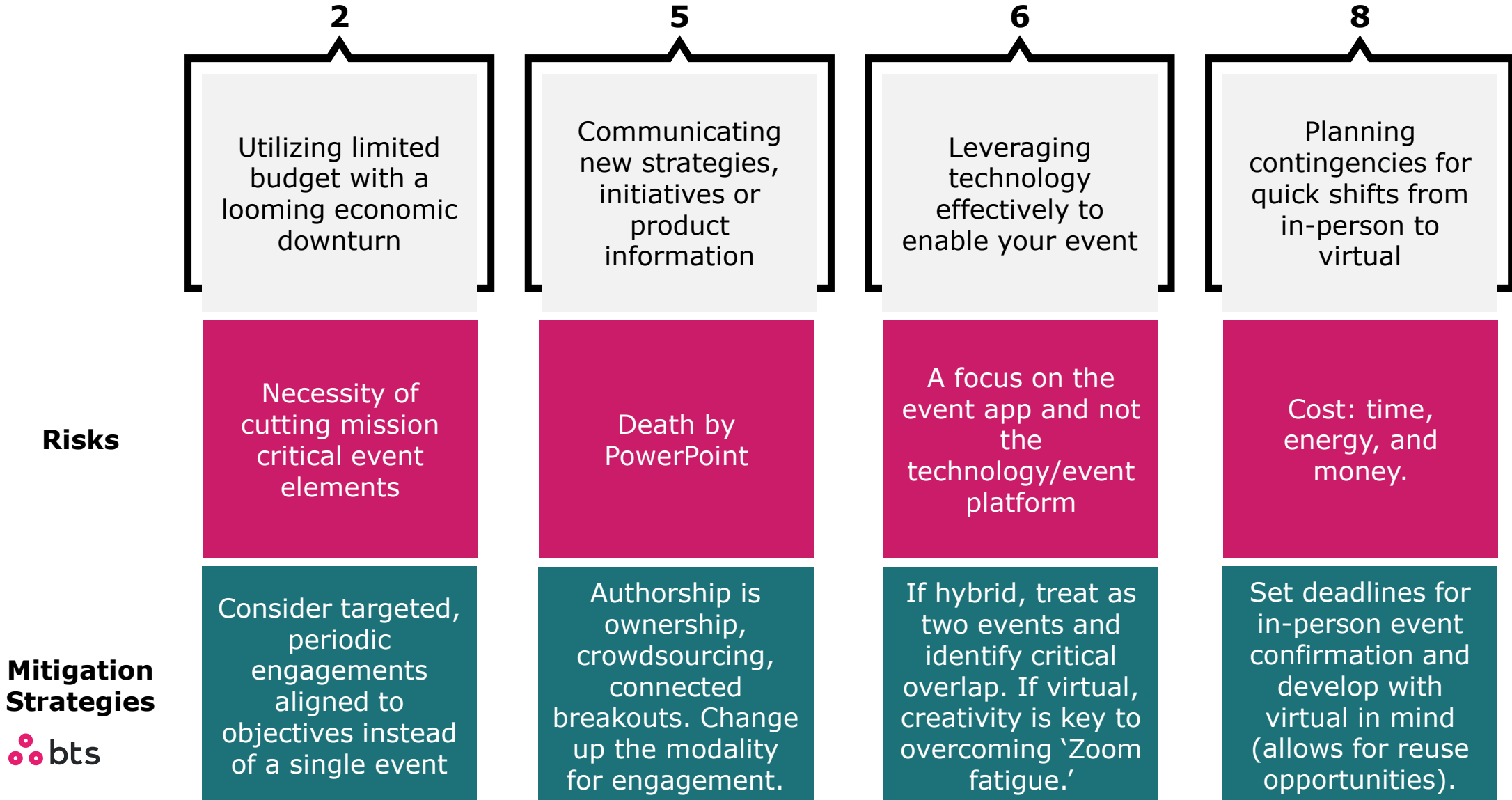
Ensuring a consistent theme throughout the entire experience (red thread)

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Providing a personalized experience to cross-functional participants

Making the Most of your Large-Scale Event


Avoiding common pitfalls



Mitigation Strategies




Why Partner with BTS?



We plug in and quickly understand your business context, and create an experience to provoke and align your team



We have experience from partnering with clients across industries on dozens of successful large-scale events



Our best work comes from taking your vision (and sometimes your lack of coherence) and bringing it to life with high impact

We do it with you, not just for you

SKO timelines

Timeline

Identify Themes, Red Threads

Timeline Creation / Management

Event Design / Agenda Creation

Topic / Activity Design

Platform Evaluation / Content Creation
Kickoff

Registration

Landing Page, Comms

Content Concepting

Content Development / Prototyping

Speaker Selection and Prep

Content Finalization and Testing

Production Mgmt.

Event Management and Facilitation

150 days out



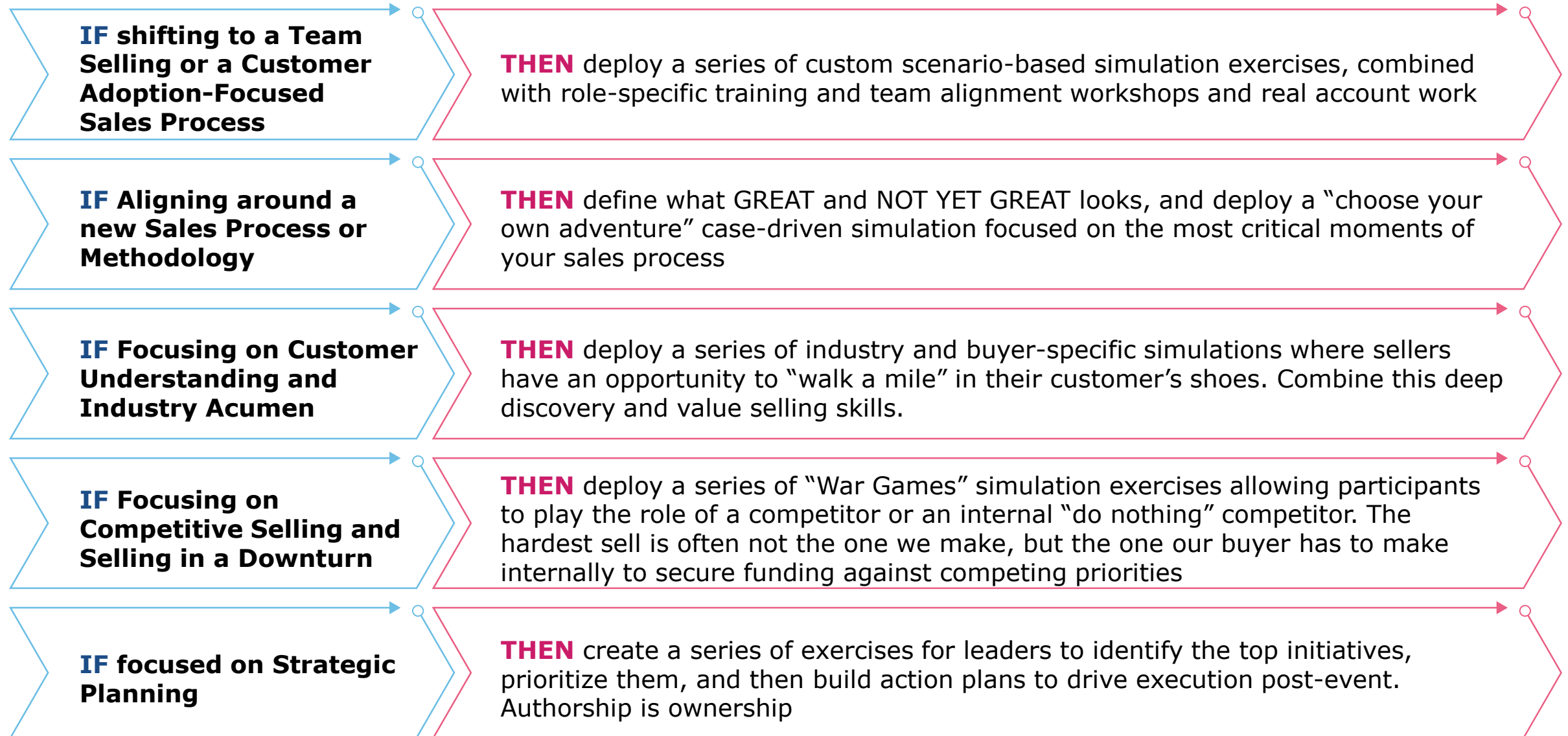
Program Mgmt.

Event Advisory

Content Creation & Facilitation

0 days out

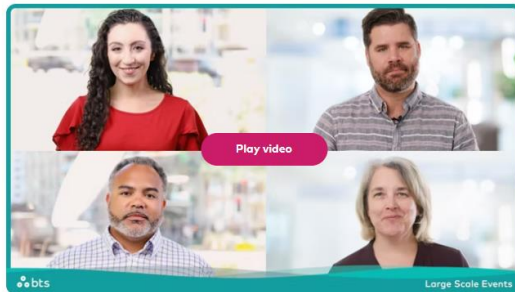
How our clients have accomplished their goals



Additional resources

Detailed Solution Home Page

Experience the BTS difference



Program description

The BTS Large Scale Events offering is a unique and custom engagement where we work with your team to create powerfully and intentionally designed experiences that align and inspire your people. We follow our 4 mindful design principles to drive purpose, ownership, reflection, and intention, delivering a better experience and more value for your people and your organization.

Strategic meetings may include: quarterly meetings, leadership alignment meetings, strategy development sessions, and more.

Other large scale events may include: team building meetings, business unit-specific events, company retreats, and more.

Business challenges addressed

- I need help designing and preparing for my event
- I need help developing the main stage and in-room content for my event to bring my event to life
- I need help managing and executing the virtual event
- I need to quickly align my organization or team around our goals for the future
- I need to generate energy and engagement during a challenging time for my organization or team
- I need to catalyze change and/or transformation in my organization with a large event
- I need to foster creativity, camaraderie, and effective strategic thinking across a broad and/or multi-regional leadership team

Program details

- **Format:** Virtual, in-person, or hybrid
- **Duration:** 1-hour; 1/2-day; 1-day; multi-day
- **Capacity:** 25-10,000+ (varies based on program objectives)

Program options

- Event advisory
- Experience development & facilitation

Learn more!

<https://bts.com/offerings/sales-kickoff/>

Thank you!



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Strategy made

personal

