

Nutricia Baby Division

Danone's employees rise to the summit with the company's re-brand set in the mountains surrounding Lake Geneva.

BACKGROUND

Nutricia Baby Nutrition aims to improve the lives of patients and consumers, by supporting health through nutrition. With the backing of extensive research and development capabilities, the company is a market leader in its field.

Nutricia holds an annual conference overseas for its employee base of 250. This incorporates a review of the year alongside an outline of future business growth plans. The conference is complemented by a social networking programme which utilises the destination's facilities.

OBJECTIVES

Nutricia's objectives to Grass Roots were to:

- develop theme and assist on content development of the conference programme to communicate key business messages and the internal re-brand of Nutricia to Danone Baby Nutrition
- recognise and celebrate business successes by providing enjoyable and rewarding experience for all delegates
- include team building activities in the conference programme to embed understanding of the company's brand and values
- manage delegate registration and logistical requirements including flights for all attendees
- utilise the company's conference venue and accommodation at their chosen destination – Evian Royal Spa Hotel, Evian, France.

SOLUTION

The visual theming for the conference was created by considering the stunning mountain scenery surrounding Evian and Lake Geneva. Graphically this included a range of blues hues representing the lake and striking red for the mountains, using tones to fit with Nutricia's branding. The symbolic branding was continuous throughout the conference from banners in plenary sessions and menus on dining tables to presentation backdrops and coach signage.

Grass Roots created a website which was a key communication tool for all delegates pre and post event. The registration site captured all delegate information including specific dietary requirements. The website also captured flight requirements which Grass Roots booked and managed from UK airports into Geneva airport, with coach transfers to the Evian Royal Resort, the conference venue. The website was also used to update delegates about on-site activities.

Pre-departure packs issued to delegates included luggage tags which were colour coded depending on which of the two resort hotels they were staying in, again fitting with the overall theme of the event. Upon arrival delegates received colour coded welcome packs which included detailed itineraries plus mini torches to ensure walking between buildings at night was hitch free.

The conference hall was a unique wooden auditorium essentially an empty shell and hence an ideal blank canvas to bring to life....taking into consideration the trees growing inside it! Due to this free rein of space, Grass Roots was able to build the stage area to fit with creative production requirements. Local suppliers were sourced, taking into consideration the CSR policies of both Nutricia and Grass Roots, which eliminated the need to transport equipment from the UK.

After delegate arrivals and a leisurely lunch, the first plenary session focussed on celebrating 2008's success and perspectives on the future. The session culminated with an announcement of the internal re-brand to Danone Baby Nutrition. Subsequently, all delegates were given a 'year book' with a sheet of photos of themselves. They were then tasked to collect an image of each of their colleagues at the event to encourage networking. This





motivational session was followed by a drinks reception and dinner at the resort's picturesque golf club.

Networking and adventures in the snow followed day two's plenary session! Delegates were able to absorb the mountain air by snow shoe walking or, for those wishing to relax, enjoying the spa or enhancing their knowledge of local cookery techniques. Delegates' energy hadn't subsided by the evening's gala dinner and many danced into the small hours accompanied by an equally energetic band!

The final day of the event embedded Nutricia's values via a workshop. Teams were tasked to creatively develop and film adverts that represent the company's values. All areas of the resort were used and a prop box was provided. Enthusiasm was again rife and all areas of the resort from the gym to the heliport were used as backdrops to the adverts.

Post event, all the adverts were posted on the communications website and delegates encouraged to vote on the one representing Nutricia's values most clearly. The site has also acted as a platform to store images of the event and as a post event feedback tool.

CHALLENGES

Evian was in mid winter at the time of the event so in addition to the standard risk assessment conducted in advance of any event, Grass Roots carried out additional analysis. This ensured that all potential hazards due to the icy conditions were taken into account and first aid assistance was made available at all times in case of any weather induced accidents.

RESULTS

48% of delegates accessed the communications website to vote on the values adverts and 48% completed the post event evaluation, with 95% rating the overall conference "very good" or "excellent".

Grass Roots was awarded preferred supplier status as a result of this successful conference.

From a delegate:

“ **Best conference yet - very well organised and good level of interactive conference talks... [plus a] fabulous location, good mixture of business & social time gave the opportunity to talk to colleagues and enjoy the experience more. Really enjoyed the exercise of collecting photos & meeting new colleagues from other areas of the business. ”**

From the client:

“ **When you are responsible for ensuring your company conference has the WOW factor and delivers the key messages to a broad audience you need to have an outstanding team around you. The feedback from our event is that it was the Best Ever. I felt totally supported by the Grass Roots team right from the first planning meeting to the post conference wash up. Every one in their team has a can do attitude, was exceptionally skilled and their experience shone through as they made the entire process look easy. I am looking forward to working with them again. ”**

Cate Russell, National Medical Sales Manager,
Danone Baby Nutrition