

Festo Corporation: Case Study



event theme



event welcome booth graphics



new products presentation



sales channels presentation



Flawless Execution Required for a High Profile Assignment

Festo Corporation set the bar high for North American sales in 2010. The senior management team selected the annual National Sales Conference as the perfect venue to unveil lofty sales goals and launch new products. Our agency was asked to present Festo and its new products to the sales team in a “dynamic and interactive way.”

We had 5 weeks to develop a theme, design supporting graphics and create 21 individual, interactive presentations. Per the CEO, the “crutch” of PowerPoint was not allowed!

Because of the high profile attention on this conference, our creative execution and attention to detail had to be flawless.

Our team put its core values to work in order to deliver on the goal. Careful planning and responsive customer service were required to streamline input from 21 different executives (in locations as varied as New York, Chicago, San Francisco and Toronto), and shepherd each Flash presentation to successful completion. Our creative use of resources allowed us to deliver top-notch work within an extremely tight timeframe. We also provided on-site presenter coaching and presentation support to ensure success.

The conference went off without a hitch.

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western sales region update



WHO'D LIKE TO BE A MILLIONAIRE

When is a company profitable?

- A. When the sales are higher than the costs
- B. When the CFO drives a Porsche
- C. When the Weighted Average Cost of Capital are greater than 20%

5 ♦ \$50.00
4 ♦ \$20.00
3 ♦ \$10.00
2 ♦ \$5.00
1 ♦ \$1.00

WHO'D LIKE TO BE A MILLIONAIRE

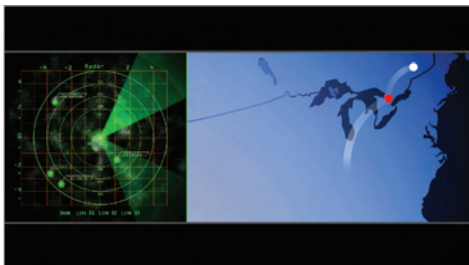
executive update/presentation

WHO'D LIKE TO BE A MILLIONAIRE

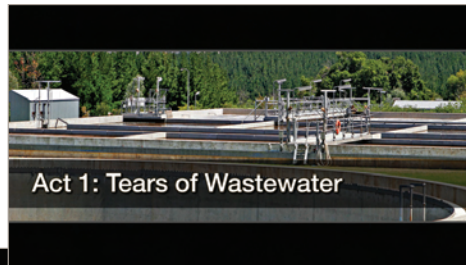
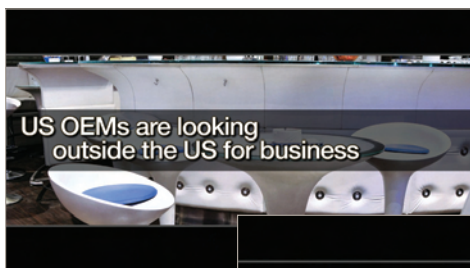
If we increase sales prices and our cost and quantity stay the same what happens to our profit?

- A. I get more commission
- B. We make a loss
- C. Our profit situation improves

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service center update/presentation



industry update

