

GRE AUX WHAT'S NEXT - CORTEVA MIDSOUTH ROLLOUT

Significance



Events/experience



Agribusiness audience



Multi-tactic strategy

Challenge

- ✦ Create an experience that reaffirms Corteva's commitment, provides open dialogue, and clearly demonstrates the company's bandwidth and dedicated expertise

Goal

- ✦ Tell the story of newly-launched Corteva and their portfolio approach
- ✦ Provide an opportunity for open customer dialogue for questions, answers, concerns and successes

Approach

- ✦ Build an ideal attendee experience and execution plan to deliver on chosen experience theme
- ✦ Develop a complete agenda, event flow, and customer touchpoints from invitation to post-event survey





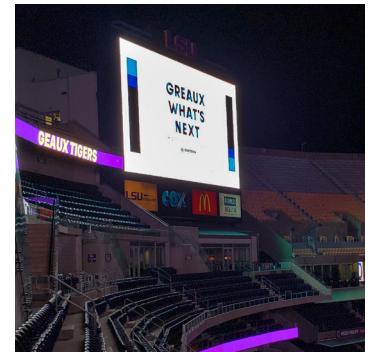
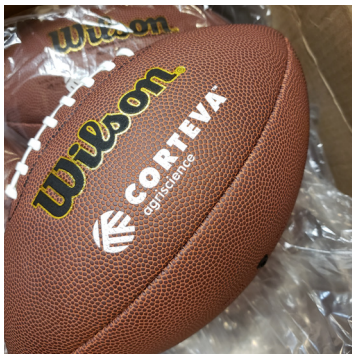
Results

- + Post event survey revealed:
 - Attendees enjoyed the new meeting format, Q&A sessions, and the session/speaker content
 - More informal Q&A breakout sessions were largely preferred over larger general sessions
 - Respondents' key takeaways from the event confirmed our meeting goals were met

Tactics

- + Theme creation and logo concepting
- + Save the date postcard, digital invitation, and reminders
- + Promotional items including custom mason jar glasses, campfire stove gifts, logo footballs, pens, and lunch napkins
- + Hotel takeover - signage, key cards, and elevator wraps
- + Thank you dinner at Louisiana State University - mascot photo op, including scoreboard, unique set-up and custom drinks
- + Unique room set-up with family-style lunch and pub-style tables and bar stools for "on-tap" discussions
- + On-site management

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