

## Case Study: Technology Retailer

### **Situation:**

It's not easy keeping retail district managers engaged in product knowledge for 45 minutes straight—especially if said audience has been rotating through similar workshops all day. A major technology company wanted a way to communicate key initiatives—and to truly captivate their audience.

### **Solution: 1. Audience-Response Game Show:**

We divided the audience into teams and gave them each their own audience-response keypad. Using this keypad, they played along and supported their on-stage colleagues.

The game reinforced the content, and the event was structured so that additional information from Intel experts was placed at key moments of peak attention within the game.

### **Solution: 2. AniMate:**

We created an AniMate tasked with emceeing the event and hosting the game. The character was an avatar on the company's retail website.

### **Results:**

- Audience remained engaged during the entire presentation
- Key messages were reinforced multiple times throughout presentation
- The buzz created by the workshops lasted long after the event was over