

L'OCCITANE  
EN PROVENCE

# VIRTUAL CONFERENCE 2.0

L'Occitane Returns to VIBE  
for Leading-Edge Virtual Event  
Upgrades



Following a highly successful digital event in 2020, long-time client L'Occitane en Provence felt confident keeping one of their most significant virtual events for a second year. VIBE had already demonstrated that digital technologies could elevate the event beyond a typical ZOOM experience. Overwhelmingly positive participant feedback from managers and executives made it clear that quality presentations and convenience could go hand in hand.

## THE ASK

As in the past, VIBE had to coordinate 250 attendees across four days' worth of multiple seminars and sessions to recap the previous sales year and prepare for the upcoming holiday season, which typically accounts for 25% of the brand's business annually. For the 2022 event, the goal was to take each successful element from the first digital event - technology platforms, presentation services, and television-style production – and take it all to the next level with new experiences, more meaningful interactions, and plenty of memorable moments.

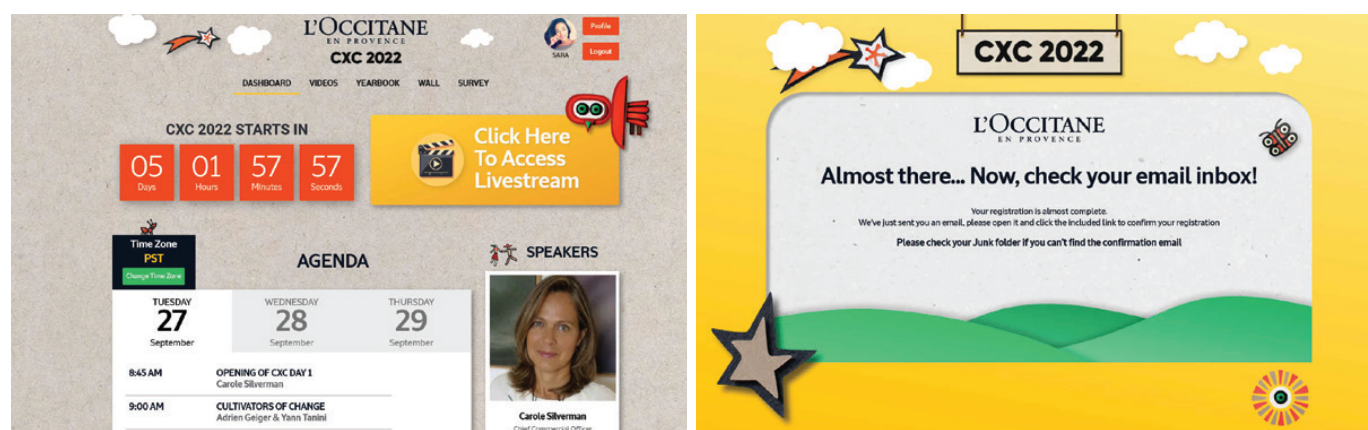
## THE ANSWER

This year's event featured a headlining keynote guest – Mel Robbins. Author of The 5 Second Rule and other top 5 titles in making positive changes, Robbins is a dynamic motivational speaker who unlocks the secrets of helping people reach and surpass those goals, personally, professionally, and beyond. Robbins' address for L'Occitane asked attendees to look deep inside themselves to identify obstacles to greatness – and then figure out a plan to remove those barriers once and for all. The digital format ensured every guest had a front-row seat with studio-level production quality in this case.

Another upgrade to the virtual experience included the new engagement and attendee participation app BEWI and a fun recent teambuilding activity, a Virtual Cocktail Party/Happy Hour from Song Division. BEWI allows guests to react to portions of presentations from their smartphones with a simple-to-use app interface, almost like a remote control with real-time responsiveness. Song Division creates a custom song, on the spot, based on guest responses and event-wide challenges like a dance-off or karaoke.

Once again, VIBE ensured all aspects – from technology platforms to invitations, registration, show-running, and more went flawlessly.

## THE VIBE



One of the greatest compliments we ever receive at VIBE is when clients return, eager to have us organize their next event. L'Occitane has not only relied on VIBE for this major sales meeting but also for smaller regional and local events. “We are always happy to keep generating new solutions for our clients, their teams, and their guests,” shared VIBE Principal Valerie Bihet. “The digital realm held a lot of promise for companies looking to maximize reach and exposure without the extra logistics involved in travel and lodging. In this way, virtual events continue to deliver strong value, and we’re pleased to be the kind of trusted provider global brands can count on for excellent results.”