



LEVERAGING CONNECTIVITY FOR A LEADERSHIP CONFERENCE

DANONE North America Returns to VIBE for Annual Meeting



At the top of any corporate structure are the key decision makers who take responsibility for the company's strategic direction as well as setting key goals and deliverables for the year ahead. For DANONE NORAM, this happens at the yearly Senior Leadership Conference, which brings together top leaderships from across the USA and Canada.

THE ASK

Designed to kick off 2024, business objectives for the three-day in-person meeting included aligning with new and ongoing business objectives, company transformation, developing a sustainable structural advantage, driving an energized company culture, and living the Danone behaviors.

The 190 attendees would be tasked with high-level messaging and interactive workshops for honing new skills and relationships within the Danone culture. The main seminar and breakout sessions would also be balanced with casual activities and dinners throughout the three days.

THE ANSWER

As a repeat client, Danone entrusted VIBE to plan the entire event in Dallas, TX, due to its conveniently central geographic location for all attendees. Likewise, the selected event venue, the Sheraton Dallas was equally well connected with proximity to the nearby convention center, business services, numerous restaurants, and entertainment.

The large hotel also proved to be a great value since there was plenty of meeting space for various large group and small group sessions, and VIBE made sure to coordinate easy signage to direct guests from one area to the next.

Day 1 began with an arrival and welcome reception on the hotel's rooftop terrace overlooking downtown. VIBE amped up the private garden patio's urban street art aesthetic with LED cocktail tables, colorful candles, and a touch of tropic greenery. As a way of getting attendees excited and involved before arrival (and a smart way to save on budget), guests were invited to contribute to a Spotify playlist by suggesting a favorite song. The whole playlist was then used as the background music for the event as opposed to a live band or DJ, and everyone had a hand in making it happen.

This set the stage for Days 2 and 3, which featured both plenary meetings and workshops, with the idea of encouraging brainstorming, collaboration, and out-of-the-box thinking. For entertainment on Day 2, entertainment options reinforced the theme with the choice of going to a Dallas Stars ice hockey game, bowling with catered food stations and an open bar, or free time. Capping it off was a special Keynote Speaker on Day 3 – Dr. Mae Jemison, a former NASA astronaut, engineer, and physician who spoke about leading teams through transformation and change.

As always, the highlight of the conference was the Awards & Gala Dinner where guests enjoyed a three-course dinner, premium open bar, fine linens and table settings, and a presentation of awards chosen by the guests themselves prior to the event. As a nod to the Texas location, a live country band, DJ, and some cowboy themed souvenirs were also provided.

THE VIBE



The timing for this year's conference proved to be challenging, and a venue was not finalized until only 30 days before the event. This meant VIBE's team had to be responsive and adapt quickly to changes on an already accelerated timeline. Thankfully, the ideal positioning of the Sheraton property near resources like FedEx Office and others made it possible to print and produce materials practically on-site. Proximity to Dallas Fort Worth (DFW) airport and other places of interest was also helpful as it streamlined transportation options.

As well, VIBE's established relationships with vendors in the Dallas area proved essential in planning and executing a spectacular event. Client feedback was positive for yet another year in a row.