

MEETINGS & EVENTS

Client: GE Consumer Finance

Event: Senior Leadership Meeting



The Program:

To design, produce and support a meeting of nearly 800 senior managers from across the globe in the GE Money business.

The Challenge:

To design, produce and coordinate speeches and graphic presentations for over fifty presenters from 30 countries, and to create an elegant yet simple setting for both the business sessions and banquets.

The Solution:

CBC set up a secure internet transfer site so that all the GE presenters for the program could download PowerPoint templates as well as user guidelines, and work directly with the CBC design and production team in New York without the encumbrance of time zones. We then assembled a world class team to build and manage the event on site, and to stage, rehearse and coordinate more than 50 varied and challenging live presentations.

The Result:

As CBC entered its sixth year of involvement with this event, the Senior Leadership Meeting for GE Money gained within GE a reputation as one of the leading annual management conferences.

