

# Strategic Event Planning

Client: Guidant Corporation

Event: *Guidant at Ten*



## The Program:

Create a year long event to celebrate the 10th anniversary of Guidant's IPO.

## The Challenge:

Build excitement inside Guidant and build consensus in 11,000 culturally diverse and geographically distant employees through design of a singular event, while reaching all levels of company employees and leveraging the marketing and public relations benefits from these ten years of achievement.



## The Solution:

CBC designed a campaign that included print and video graphic design, theming, short and long format media, and culminating in a company wide satellite broadcast from the New York Stock Exchange on the actual anniversary of the IPO.

## The Result:

The "Guidant at Ten" celebration was a tremendous communications success, building pride within the company for their achievement and recognition from both the clinical and business community.

