

## Case Study

### Dell | The Dell Internal Conference



#### Objective

- To deliver an end of quarter, internal sales conference and awards ceremony, followed by an entertaining and interactive evening session with overnight accommodation, and parking with easy commuter links

#### Implementation

- LSM sourced a suitable conference venue and worked with the team at Dell to deliver the conference format
- The evening session started with a drinks reception and an informal buffet
- LSM created an entertainment concept in the form of an interactive quiz night. All delegates were split into a cross section of teams with a nominated team captain. This encouraged delegates to interact with team members they wouldn't usually work with. Different heads of department each hosted a section of the quiz
- The quiz questions appeared on plasma screens placed around the room and covered a range of subjects from music, sport and general knowledge using handheld devices for real time scoring
- iPod prizes were given to the winning team

#### Evaluation & results

- The delegates fully embraced working in teams and all became very competitive with positive feedback
- This was a new format for Dell and a balance was found between a typical day conference and a fun and entertaining evening
- Dell have engaged LSM to run future quarterly internal and external events

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