

# A National Training Event



## **'Store Wars' The Brown Goods Roadshow**

Organising a national training event for 800 staff

### **Store Wars Objective**

Comet wanted to train and motivate their store staff to sell audio visual products more effectively. They wanted to give their suppliers a chance to demonstrate their key products to their staff face to face. To roll this out over 200 nationwide stores and just 2 weeks.

### **Delivery of the show throughout the UK**

Working with a team of specialist third party suppliers ease managed the whole process from booking suitable venues to set design and build. The day included plenary sessions, supplier workshops, a tradeshow exhibition and a dynamic ending involving a team based product quiz. Rolled out in the north east, midlands and south of the UK in total over 800 delegates attended and 30 suppliers. The suppliers were then treated to a themed party, with life-size R2-D2 to boot...

"Working with ease Consulting was the secret to the event's success. Every detail was cared for, no job was too large or small and ease ensured that we did not have to worry about a thing. From delegate name badges to the supplier party, ease looked after every task with professionalism and competence ... I believe that everyone at Comet who was involved in the organisation of the event would share my view that Ease Consulting would be my first choice should I ever be organising such an event in the future".

(Liz Rhodes – Brown Goods Category Marketing Manager, Comet )