

Scout | Meetings

CASE STUDY:

Global Sales Meeting

Building connection, culture, and confidence



BACKGROUND

A global CRO client needed to bring together more than 300 sales and executive leaders from five continents. With just 3 months to plan, the meeting had to cover extensive training on service lines and therapeutic areas while also fostering camaraderie, strengthening company culture, and energizing the sales force for the year ahead.

CHALLENGES

- 90 days to plan a multi-day global meeting
- Budgetary constraints called for practical options
- January scheduling, impacting viable destinations
- Large, diverse group: 325 attendees from Asia, Europe, North and South America, and Australia
- Heavy training agenda plus team-building needs

SCOPE

Scout Meetings managed logistics, creative design, and on-site support for a four-day sales meeting in Houston, Texas. The program included more than a dozen breakout sessions, multiple team-building events, and off-site dinners.

SCOUT'S APPROACH

Location strategy: Identified Houston as a cost-effective hub with ample meeting space.

Creative theme: Developed a "Take Off with Sales" concept tied to NASA, shaping branding, AV, slides, music, and giveaways.

Training support: Coordinated 12+ breakout sessions tailored to therapeutic areas and services.

Team building: Designed daily icebreakers, strategically assigned seating, and activities like Top Golf and special dinners to spark connections.

Engagement tools: Added space-themed playlists, film clips, and interactive games to encourage mingling and cross-team interaction.

On-site management: Oversaw F&B, AV, branded items, and program flow for smooth execution.

SPECIALIZED SOLUTIONS

Scout's creativity and planning brought the "take off" theme to life. Inflatable planets sparked lighthearted icebreakers, space-themed playlists and film clips kept energy high, and team competitions broke down barriers across cultures and departments. Executive leaders were strategically placed in groups to build connections at every level.

Because of this design, participants left the meeting well-trained in company offerings and energized as a cohesive team. Feedback highlighted a stronger grasp of company goals, clearer direction on available resources, and genuine excitement to hit the year's targets.