

WINTER 2008

# CONFERENCE

## & INCENTIVE TRAVEL

EUROPEAN EDITION

# SCA's window on the world

Paper firm turns to Saatchi & Saatchi Belgium for inaugural pan-European event at Berlin's Axica p16

### BRANDS INSIDE

BMW	4
Vodafone	4
France Telecom	5
Volvo	9
Lang & Olufsen	21
GL Trade	50
Garage Albert	54
Jefa	106

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Fiat a chargé Promo Conventions d'organiser le lancement Italien p7



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## CASE STUDY

**THE BRIEF** SCA Containerboard, a division of global consumer goods and paper firm SCA, supplies paper to box and packaging firms. The company, which has previously only held events on a localised level across Europe, decided this year to organise its first European event, inviting key customers from throughout the continent. "The purpose of the event was to introduce the supplier of choice marketing and sales programme to our customers and to have an inspiring dialogue with them about the way we work together," says Jean-Paul Resimont, vice-president and managing director of SCA Containerboard. The company turned to Belgium-based Saatchi & Saatchi's Business Communications division, which has been working closely with the brand to develop its communications strategy, to help organise the event. Several locations were considered for the event, before the client settled on Berlin. SCA Containerboard wanted a unique and special venue to host the event.

**CHALLENGES** Serge Dekoninck, managing director of Saatchi & Saatchi Business Communications, says one of the key challenges was attracting customers to the event. "These were chief executives and managing directors, and we had to convince them to fly to another country and leave the office for two days," he says. "It was important that we could tease them with the location and venue."

Another challenge was developing the content of the event. "We wanted to create something visual and exciting for the main presentation, rather than the more traditional Powerpoint option," says Dekoninck.

The Axica congress centre in Berlin, which was the chosen venue, also posed challenges. Its close proximity to the American Embassy means there are strict rules for the delivery of materials. In addition, nothing can be stuck to the walls in the Axica rooms, meaning that any structures have to be self-supporting.

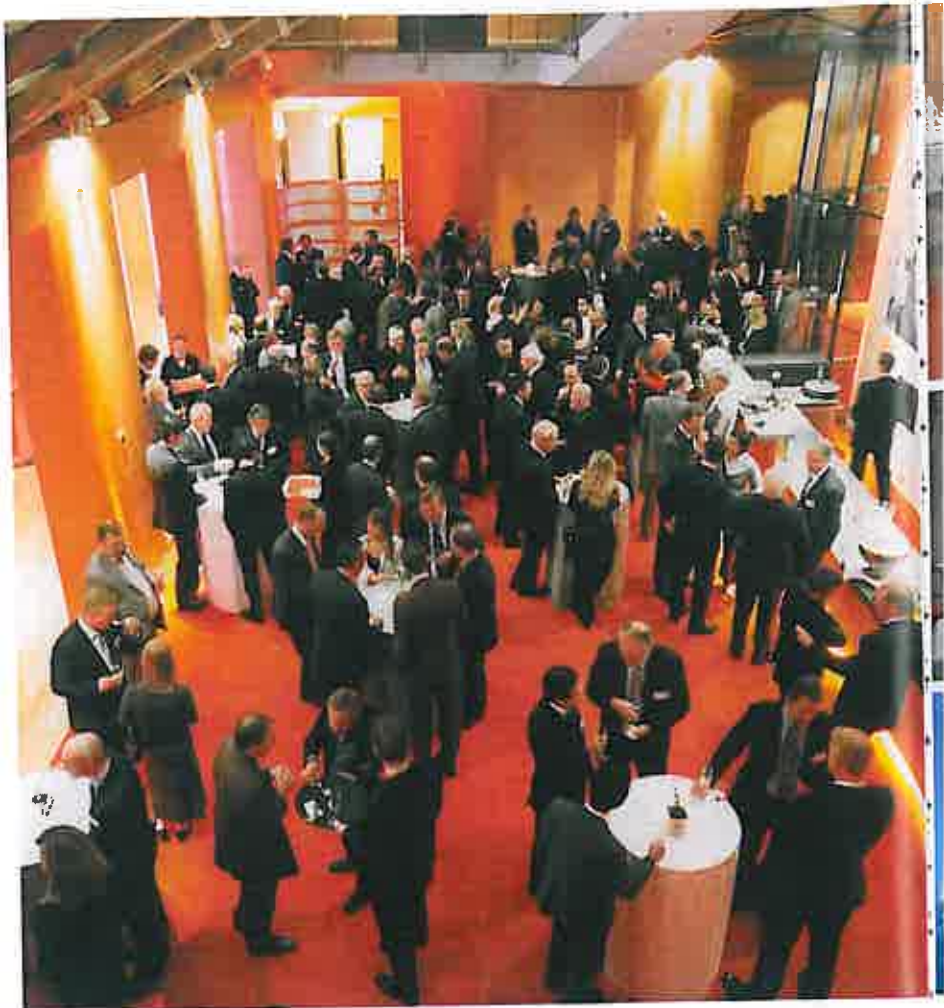
**SOLUTIONS** During a trip to Berlin to find a suitable venue, Saatchi & Saatchi visited the Frank Gehry-designed Axica centre, which fitted the client's brief of an inspiring location, and one that could be used to help seduce customers to come to the event. An image of the building was used in the invitation, and email and printed communications with customers were followed up on a local level with direct communications from SCA sales staff trying to convince customers it was an event they should attend.

Saatchi & Saatchi worked with local German event specialist Satis&fy on the event. "They were used to organising events at Axica so knew all the rules and regulations, which was a big help," says Dekoninck.

The main presentation was given by two speakers, and rather than opt for a traditional Powerpoint presentation, Saatchi & Saatchi created video and visual content to play in the background and reveal key themes of the marketing campaign being introduced to customers. Four areas, or 'corners' were also set up around Axica to showcase the different products and services provided by SCA Containerboard. This part of the event was kept informal, so customers could make their way around the areas, which had interactive video and screens, and learn about the different product lines. To get around the issue of not being able to actually stick anything to the walls, Saatchi & Saatchi had to be creative with the design of the four areas – for example, a wall of boxes was created to line the walls of one meeting room.

# SCA inspires

The paper firm chose Berlin to host its first European event



Informal presentation: customers were encouraged to wander around the venue and

**EXECUTION** Delegates arrived in Berlin on the morning of the event, which kicked off at Axica at around midday with a welcome lunch.

The main presentation, to outline SCA Containerboard's communications strategy, started at approximately 1.30pm and lasted for around an hour, after which the customers were encouraged to spend the next several hours visiting the four 'corners' set up at Axica to learn about SCA Containerboard's range of products and services. "The 'corners' were well visited and there were still quite a few people around at 4.30-5pm," says Dekoninck.

A shuttle service was provided to take delegates to the nearby Westin Grand hotel, where they were staying overnight, to freshen up and relax before the evening event back at Axica. The main area of the venue had been set up for an impressive dinner and entertainment, enabling more networking time between customers and SCA staff. Delegates departed the following morning.



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**Christine Meul,  
communications  
manager, SCA**

# its key clients

to bring together CEOs and MDs, writes *Susie Harwood*



explore the four 'corners' that were set up to showcase the products

**VERDICT** SCA Containerboard communications manager Christine Meul was impressed with Axica as a venue. "This is a brilliant place and it really fits well with the spirit of the SCA brand and what we wanted for the event," she says. "The event was very well organised and the first reactions from our customers have been really positive." She adds that the company will definitely consider doing another European event on this scale in four to five years' time. ■

## FACTFILE

**Client:** SCA Containerboard  
**Event:** Customer event  
**Group size:** 180  
**Agencies:** Saatchi & Saatchi/ Satis&fy  
**Date:** 24 September 2008  
**Venue:** Axica Berlin  
**Budget:** Undisclosed

## SCA inspire ses clients clés

SCA Containerboard, division de la fabrique de papier SCA, fournit du papier d'emballage. Son premier événement européen visait à communiquer sa stratégie marketing et ventes. La division Communications Entreprise de Saatchi & Saatchi fut chargée de trouver un lieu unique et un contenu attractif destiné aux PDG et DG de ses clients clés. Axica, le centre de congrès de Berlin, signé Frank Gehry, fut choisi et Saatchi & Saatchi loua les services de l'agence locale DMC Satisfy pour respecter la procédure rigoureuse. Les délégués assistèrent à une première présentation avant de visiter quatre secteurs 'produits & services' de l'entreprise. La soirée s'acheva par un dîner. Christine Meul, responsable Communications de CA Containerboard, déclare: "L'organisation événementielle était parfaite et les premières réactions de nos clients très positives." ■

## SCA inspiriert seine Kunden

SCA Containerboard liefert Papier an Verpackungsfirmer und wollte seine Kunden über eine neue Marketing- und Verkaufsstrategie informieren. Saatchi & Saatchi wurde beauftragt, einen außergewöhnlichen Veranstaltungsort für ein außergewöhnliches Event zu finden. Man entschied sich für das Axica-Kongresszentrum in Berlin, und Saatchi & Saatchi bat die örtliche Agentur DMC Satisfy, bei der Einhaltung der strengen Vorschriften des Zentrums zu helfen. Die Teilnehmer besuchten zunächst die Hauptpräsentation und anschließend vier entsprechend den Produkten und Dienstleistungen des Unternehmens gestaltete Bereiche. Den Abschluss bildete ein festliches Abendessen. Die Kommunikationsleiterin von SCA Containerboards, Christine Meul, erklärte: „Die Veranstaltung war gut organisiert und die Rückmeldungen unserer Kunden waren äußerst positiv.“ ■

## SCA inspira a sus clientes clave

SCA Containerboard, una división de la empresa papelería SCA, deseaba organizar su primer evento europeo sobre su estrategia de marketing y ventas. Encomendó a la división de comunicación empresarial de Saatchi & Saatchi encontrar unas instalaciones únicas y crear un contenido atractivo para los CEO y DE de sus clientes clave. Seleccionaron el centro de congresos Axica de Frank-Gehry (Berlín) y recurrieron a los servicios del prestatario local German DMC Satisfy para cumplir las estrictas normas del complejo. Los delegados asistieron a una presentación principal y visitaron cuatro áreas en torno a las líneas de productos y servicios de la sociedad. Por la noche se celebró una cena. La responsable de comunicación de CA Containerboard, Christine Meul, afirma: "La organización del evento fue fantástica y las primeras reacciones de nuestros clientes han sido extremadamente positivas." ■