

SUCCESS STORY

NATIONAL SALES CONFERENCE

Eli Lilly and Company partners with
MultiTV for its National Sales
Conference





About the client:

The client is a leading American pharmaceutical company headquartered in Indianapolis, Indiana, with offices in 18 countries. It develops depression, endocrinology, oncology, and cardiovascular care medicines, sold in approximately 125 countries.

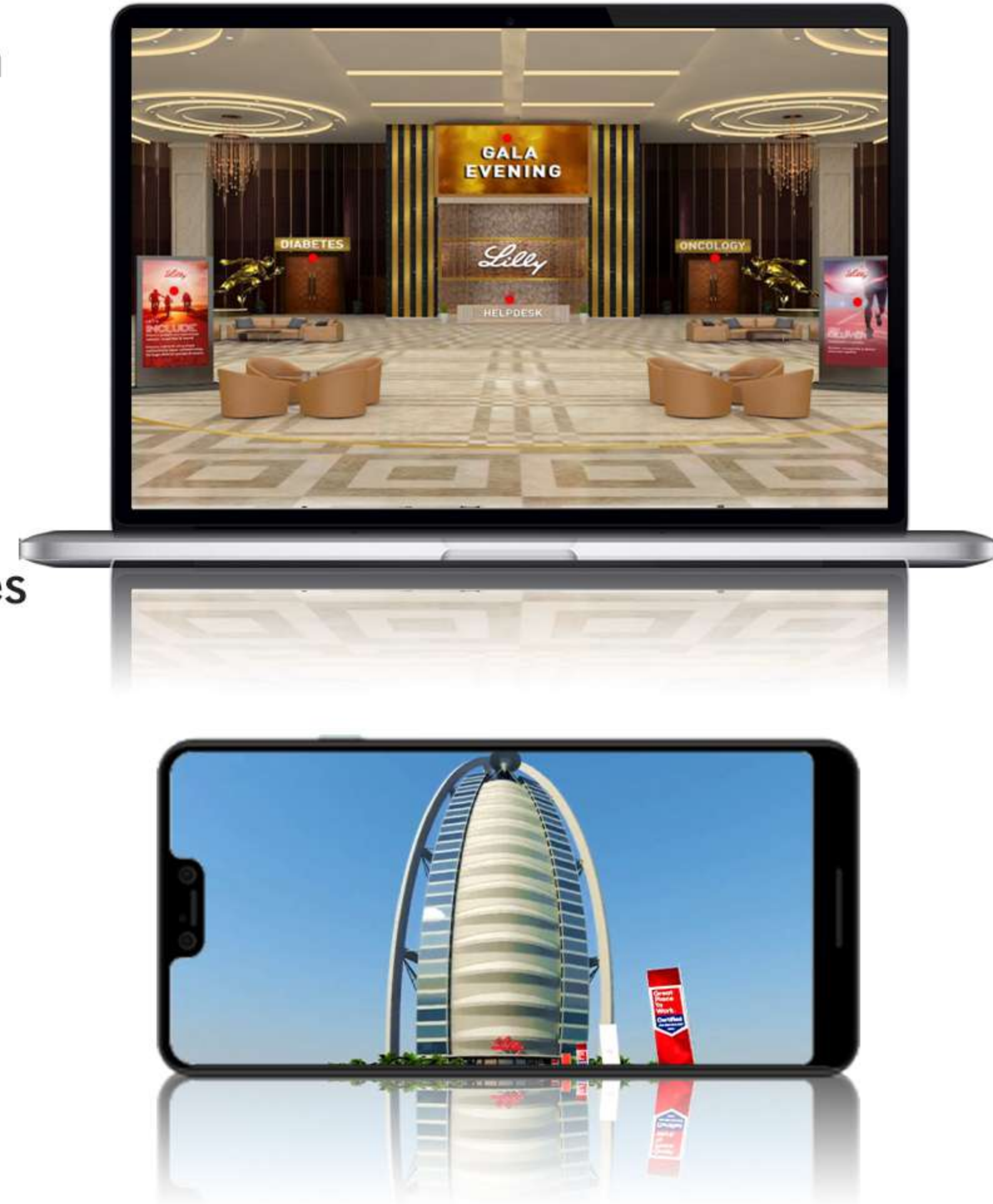
The Challenge

Eli Lilly and Company wanted to conduct its first ever completely virtual National Sales Conference

- Live Broadcast of speakers and other key stakeholders spread across the region
- High-end virtual sets and graphics to showcase new products and ideas
- Multiple business and training sessions spread across multiple days
- Facilitate interaction between the attendees and the speakers

The Solution

- 3d chroma setup of Burj Al Arab hotel along with virtual walkthrough
- Live broadcast of business heads and other speakers
- Networking lounge for speakers and attendees
- A convenient appointment scheduling system
- Awards night to provide recognition to employees
- Pre-Registration platform and communications



The Results

5000 +
attendees

40+
sessions delivered over
a span of 3 days

120+
awards distributed