



**BEAM**

GLOBAL SPIRITS & WINE, INC.

National Sales & Marketing Conference

The Westin Lombard Yorktown Center, Lombard, IL

Audience size: 350

Theme: BEAMERICA



## ***BEAMERICA... Reigniting the American Spirit of Jim Beam Global Spirits and Wine, Inc.***

Brands, Brands, Brands...

Jim Beam Global Spirits and Wine is all about its brands – celebrated spirit brands with amazing histories, colorful legacies, and intense customer loyalty.

Beam positions itself as a genuinely American company, building and investing in America's future. An American company with an incredibly deep, global portfolio.

With the company's reorganization to clarify and communicate, plus the All-American spirit of Jim Beam to celebrate, JBGSW needed a meeting experience that would solidify the commitment of their sales team, reinforce the extreme value of their brands, and deliver a celebration to keep the numbers high all year long.

And, **Media Direct Productions** delivered. Using everything Beam as our backdrop, we provided a high-end forum for a pageant of glossy brand images; an appropriate business setting for motivational video and speaker presentations; and show biz staging to accommodate the personalities and celebrities who represent Beam brands.

General sessions delivered the company information and included special product tastings. Evening galas were hosted by individual brands and showcased the products and celebrities associated with each iconic Beam label. From serious business to serious celebration, the entire event met the client's expectations and then some.

With outstanding attendee feedback and renewed camaraderie among the sales team, Beam is looking forward to intoxicating numbers for the coming year. And MDP is still feeling the buzz.