

HSBC

Consumer Lending Conference

Hyatt Regency Coconut Point, Bonita Springs, FL

Audience size: 350

Theme: *Deliver the Promise*



Celebrating a record year...preparing for a market shift.

HSBC needed to deliver kudos for another incredibly successful year while preparing the management team for anticipated market challenges.

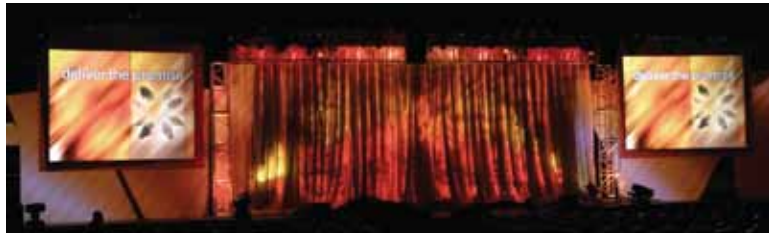
The challenge for MDP? Celebrate big time, but keep it real for what's up ahead.

So...we heard music...the perfect vehicle for celebration, motivation, and inspiration.

When HSBC managers put customers first, the result is the kind of business harmony that succeeds in any market climate. Live music with custom lyrics delivered by talented professionals ramped up the excitement and emotional impact, solidifying the team spirit HSBC needed to keep the commitment level sky high throughout the coming year.

Staging and graphics supported the performers and extended into the business message, tying it all together and delivering the promise of a dedicated HSBC team ready for anything. Guest speaker, Billie Jean King delivered a powerful message of long-term commitment and KC and The Sunshine Band helped dance the night away.

MDP hit just the right chords and HSBC moved forward with a highly motivated management team.



Agenda Brochure



Banner



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