

SANTALUCÍA Sales Convention 2019

Palma de Mallorca, Spain



Santalucía commissioned ACCIONA Producciones y Diseño (APD) for the fourth consecutive year to design, produce and support the organisation and logistics of its Annual Sales Convention, with the slogan “The Strength of our Group”.

The event took place at the Palma de Mallorca Conference Centre, bringing together over 1,000 people from the sales team, the corporate area and the management of the SANTALUCÍA Group.

APD was responsible for creating the setting and the graphical identity of the event, including the logo and the claim that featured on the different supports, which were used to reinforce Santalucía’s values and the various messages of the convention. APD also designed and produced all of the audiovisual pieces and the speakers’ presentations, supporting the different content communicated at the event.

Those attending the convention enjoyed a motivational speech by renowned journalist and television presenter Antonio Lobato. At the end of the event, the sales awards were presented in various categories.

A dinner was subsequently held at the emblematic “Pueblo Español” museum site, in the city of Palma de Mallorca. The evening was rounded off with enjoyable entertainment from comedian and actor Carlos Latre.

Date:
2019

Client:
SANTALUCÍA

Services:
Design and production turnkey

Attendants:
1,000

