

Weil: Lisbon

Audience: 300

Location: Lisbon, Portugal

Project: Communication Retreat



Background & Objectives

The international law firm Weil, Gotshal & Manges wanted to hold a weekend 'retreat' for approximately 300 lawyers from 6 European offices. No large scale company event had been held in the last few years and the time was right to hold a gathering to communicate key messages, share best practice and make colleagues feel valued and motivated whilst facilitating networking throughout European offices and improving abilities to cross-sell across practice groups.

The Experience

- The 2-day event was given an identity by our in-house Design Studio who also created a pre-event online registration website alongside invitations and teaser emails
- This preparation accompanied the production of signage and other onsite collateral including conference programmes, name badges, branded napkins, menus and delegate packs
- A vital part of the brief was the ability to handle a large number of last minute flight changes up to the second day of the conference, due to delegates having to work on urgent cases
- The programme incorporated a plenary session including live video feeds and a Q&A session, a cocktail and canapés reception with live traditional music, as well as a bespoke walking treasure trail around Lisbon and a Gala dinner at the Convent Beato with entertainment from a choir of Gregorian Monks and a dramatic Portuguese Fado performance

Results & Outcomes

The client wanted the event to be 'carbon neutral' and the event's carbon impact was offset with Climate Care. This was in addition to local food and wine being used wherever possible and all collateral was printed on recycled paper.



"Thank you and a huge well done for the great success you spun out of thin air to make the Lisbon retreat the great success it was.

There was a real sense of enjoyment among everyone there and a sense of belonging to something very significant across Europe."

