

Tennant Company Case Study



Client Name:Tennant Company

Description:Manufacturer

Industry:Floor Cleaning Equipment

Headquarters:Minneapolis



Event Description:National Sales Meeting, Orlando

Audience:300 people from Sales and Marketing

To add excitement to the meeting, and find a way to hold attention of the sales force during three-day long

Challenge:event comprised of speakers and powerpoint. To integrate a performer who offers a theme to the meeting which would tie into the meeting location and our business needs.

Tennant hired Corporate Magician Danny Orleans . His program, " The Magic Behind Your Business was a perfect fit. The morning kickoff routine in which he made one of our executives appear out of thin air injected the meeting with excitement right from the start. The way he tied in our speakers' topics to his magic as he

Solution:introduced each of them gave the sales force the necessary break from the parade of PowerPoint presentations, so they could focus and learn and benefit from the meeting. And his **Corporate Bingo** presentation was the most memorable five minutes of the three day meeting – something every company should include to create company-wide enthusiasm.