



LEEDS

# Weetwood Hall

## Conference Centre & Hotel

### The Product Launch



Here is one event we can run for your team. However, this is not an exhaustive list; please speak to us if you want us to design a bespoke event.

This event has been designed to draw on the creativity, innovation and problem solving skills of your team.

#### **The Product**

In the one day event, the first part of the day is dedicated to making the product, which can be anything from a clothing range to a car, or even a structure. The teams make the product based on a specific client brief.

#### **The Marketing Campaign**

The second part of the day is dedicated to marketing the product. Each team has to produce both a poster and TV advertising campaign.

For the finale, both the product and marketing campaigns will be assessed by a panel of judges, with separate awards being given for creativity, innovation, and impact.

#### **Course Duration**

To run as a half day event, The Product or Marketing Campaign can be run separately. You could even select one of your company's products to be the subject of a marketing campaign.

#### **Minimum number of delegates**

Minimum numbers 12+

#### **Cost**

Half day £100 (excluding VAT), full day £150 (excluding VAT) per person including:

- Event management
- Facilitators
- Training materials
- Unlimited tea and coffee
- Morning and afternoon snacks
- 2 course hot and cold buffet lunch

If accommodation is required bed and breakfast will be charged at £75.00 per room based on single occupancy.

**How to book**

Contact our events office on [sales@weetwood.co.uk](mailto:sales@weetwood.co.uk) or telephone 0113 230 6000. Weetwood Hall terms and conditions will apply to all bookings.