Weetwood Hall
Conference Centre & Hotel
LEEDS

genesis learning solutions

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 or telephone 0113 230 6000. Weetwood Hall terms and conditions will apply to all bookings.