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PRODUCTION & TRAINING

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DISCOVER THE **WHY**

25 years ago, Dorothy Devlin and Barbara Hair opened their doors. We just knew we could produce meetings and events better than anyone else. But people thought we were out of our minds. Two women? No clients? People asked us, "Why?" And we said, "Exactly!" We know our why. Our why is to ask the questions, develop the creative, and produce the events that communicate your why. It's our purpose, our cause, our North Star. It's what gets us up every day, inspires us to go to work and return at the end of the day, feeling fulfilled by the work we do. But over the past twenty-five years, we've made some real breakthroughs in this business. And what inspired us when we first opened our doors still inspires us today.



THE **DH** EFFECT

The DH Effect is our way of navigating through the often rough waters of business messaging. It's a three-step process that has worked for our clients over the past 25 years.

DISCOVER the WHY
CREATE the HOW
DELIVER the WOW



WHAT WE **DO**

PRODUCTION:

- Global Meetings
- Product Launches
- Sales Meetings
- Leadership Conferences
- Recognition Events
- Broadcasts/Virtual Meetings
- Press Events
- Branded Environments
- Video

LEARNING & PERFORMANCE:

- Learning Strategy
- Live Workshops
- Certification
- Digital & eLearning
- Digital Gamification
- Sustainable Initiatives
- Coaching & Presentation Skills



THE **edh** EFFECT

Global Technology Company

Smarter Commerce Summit

6,000 Attendees

Orlando, FL

DISCOVER THE **WHY**

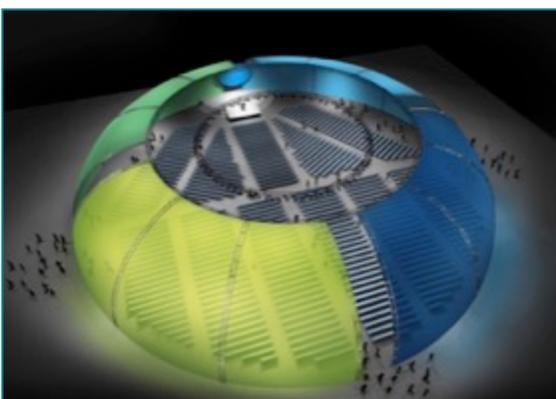
Intense intellectual and technological competition, plus the perception of impending irrelevance, meant this world-renowned tech powerhouse had to outshine Silicon Valley upstarts with its first-ever "smarter commerce" event. The DEVLINHAIR Effect revealed WHY engagement at previous meetings was low, WHY lead generation did not meet expectations, and WHY artful entertaining ways of communicating knowledge suddenly made sense in a world inundated with easily accessible but soul-less information.

CREATE THE **HOW**

HOW best to flex its legendary muscle and damp down noise from rival newcomers, HOW best to present cutting-edge insights to a tech savvy audience, and HOW best to re-foster trust in a brand unrivaled in historic significance. Two years in a row, at global locations, DEVLINHAIR created for 6,000+ attendees a tangible sense of the new marketplace, innovative ways to communicate solutions to complex problems, and the opportunity to share thinking with the best & brightest minds on the planet.

DELIVER THE **WOW**

Every mode of audience engagement was brought to bear with professionally choreographed dance augmenting executive presentations, guest entertainers selected from the nation's top talent scout, the introduction of a new term ("Chief Executive Customer") in an opening video that laid out the new way forward for commercial success, a massive screen 224 feet wide and 20 feet high that celebrated every moment with cinematic grandeur, plus 200 breakouts designed to WOW.



THE **edh** EFFECT

Large Consumer Company

Annual Sales Recognition Meeting

4 Waves of 1,500

Atlantis Hotel, Bahamas

DISCOVER THE **WHY**

When an elite group of consumer savvy salespeople meet 100% of their quota they are treated to an exclusive annual incentive event. The DEVLINHAIR Effect discovered WHY this select set of individuals must be motivated to continue their high performance, WHY every moment had to contribute value whether designed for relaxation, networking or business, plus WHY this VIP experience must offer relief and reward for those people on the front line of an industry undergoing bruising change.

CREATE THE **HOW**

HOW could 1,500 global attendees in a tropical setting for two full days be inspired and engaged. HOW could we both entertain and inform this highly knowledgeable audience. HOW could we instill them with memories that would drive their sales efforts throughout the coming year. Inspiration for CREATING THE HOW came from the island culture itself, DEVLINHAIR expertise for the artful scheduling of work and play, with a deep understanding of HOW top achievers deserve and expect to be treated.

DELIVER THE **WOW**

Bahamian venue, The Atlantis, served as luxury backdrop for DEVLINHAIR's agenda of WOW factors: a local Junkanoo Band and colorful parade greeted each wave of guests. Business sessions were elevated to celebrity status with hosted red carpet interviews streamed live into a ballroom transformed by three substantial screens. Executive TED talks underscored relentless reinvention as the source of current and future success, with high-tech dance and magic entertainment, plus the real Captain Phillips, and Grammy Award-winning Los Lobos rounding out the WOW.



THE **qh** EFFECT

Global Pharmaceutical Company

National Meeting & Product Launch

8,000 Attendees

San Francisco, CA

DISCOVER THE **WHY**

Sales Force unfamiliarity, painful market conditions, and medical community indifference meant a pharma giant's heart failure treatment might not find its rhythm. The DEVLINHAIR Effect uncovered key business objectives, audience expectations and customer insights to reveal WHY heart failure patients despaired, WHY science was so important to saving lives, and WHY the product symbolized a new paradigm for the marketplace. Treatment of heart failure now had a new beat.

CREATE THE **HOW**

HOW best to motivate the Sales Force, HOW best to deliver high-impact training, and HOW best to theme the launch meeting so it pulsed with empathy for the disease state. ALL HEART spoke passionately to being one team of cardio health leaders; ALL HEART pounded out the customer need to focus on new treatment; ALL HEART reflected patients' hope of a normal life. An "emoji" deployed throughout the venue kept HEART top of mind, with innovative scenic design reflecting the innovative treatment.

DELIVER THE **WOW**

Interactive video-mapped "3D" looks pumped out visuals, with an on-stage musical performance capturing patients' fear: like they're drowning. The HEART TO HEAD contest pounded Reps to be #1, and the PATIENT JOURNEY story using real actors coursed throughout the entire meeting. Training flowed along the Heart-to-Heart Network broadcast ensuring consistency, while podcasts & social media kept everyone engaged. Live patient interviews heartened the Sales Force, deepening their commitment. WOW.



THE **qh** EFFECT

Global Pharmaceutical Company

Product Launch

2,000 Attendees

Orlando, FL

DISCOVER THE **WHY**

When preparing to launch a new oncology franchise and new Immuno-Oncology product, “patients above all” was the key directive from senior management. Every message, every strategy, every moment in the field or at headquarters must be laser-focused on delivering for the patient. Throughout the product launch, the national sales meetings and ongoing throughout the year, the patient must serve as the constant focus. Bottom line: build a culture for the new oncology franchise that was clear, focused and, above all, meaningful. But building a new culture isn’t always easy, especially when several different sales forces, products and brand teams must come together for a common purpose. And that’s where we came in.

CREATE THE **HOW**

We did this by defining a yearlong strategy that could be seamlessly incorporated into their POAs, NSMs, as well as their IO product launch. Our strategic solution was to first “put a face to the patient.” Who is this patient and most importantly, what do they want most? We tasked the sales force with becoming the patients’ advocates. Real people advocating on behalf of real people. We rally when we know something real is at stake. We work harder, longer, and with more passion when we know we can make a difference. This event was about igniting the attendee’s passion and commitment around a patient-centric focus that gave everyone a voice at the meeting.

DELIVER THE **WOW**

The “Ignite Transformation” theme was a campaign, a call to action and a rallying cry for where the franchise needed to go to be successful. We carried this theme into the transformative general session. With raised stadium seating and an enormous turntable stage, we could take the audience to a new environment and presentation seamlessly. Every presenter opened with a personal story about their message of commitment to a cancer patient that emotionally charged the audience to ignite their commitment. Our closing experience led by Senior Leadership literally broke down a wall symbolizing a transformation away from the status quo to a new future for the franchise and hope for patients. As a reminder of their commitment, everyone’s portrait taken on site was sent out to ignite their passion.



THE **qh** EFFECT

Global Pharmaceutical Company

Launch & National Sales Meeting

3,500 Attendees

Dallas, TX

DISCOVER THE **WHY**

The client awarded us the launch of their Oncology drug because they're particularly enamored with our creative and strategic approaches. We offered an End-to-End solution because we were also the Training Agency of Record (which we pitched and won) for this event and had responsibility for everything outside of the General Session including the Sales Certification and all workshops. Due to unavoidable delays, the client had to tie in the launch with their NSM and challenged us to incorporate a set design appropriate for both.

The WHY was based in human nature: the senses are designed to register new information. We had to make sure each day the attendees felt as if they were walking into a new fresh environment that would WOW them.

CREATE THE **HOW**

With a lack of time to turn the room, and no extra money, the challenge only continued when we were told to add another room with two stages and the same look and feel of the launch. For the NSM, our solution was to alter the attendees' perspective.

As they entered the ballroom, guests did not see a large stage as expected; instead there was a large wall with a small stage in front of it.

Based on the lifesaving nature of the drug, we proposed a set design revolving around, "Catching Moments in Time." Using photographs arranged on 28 beautiful LED light monitors, the staging we directed made the images appear as if they were a personalized media wall of framed pictures.

DELIVER THE **WOW**

Our design also allowed the stages to be pulled apart, so the air wall could go down the middle, giving a much-needed refresh to even these satellite stages so attendees would always feel uplifted by the scenic environment.

The Sales lead presented a moving speech about breaking down barriers to succeed on behalf of patients. At the end of the presentation, senior leadership literally broke down the "large wall" (which was a trompe l'oeil to begin), leading to a newly lit stage.

Though attendees had seen the stage prior, it was rebranded, and the surprising experience was new, fresh, WOW, and cost effective.

