



# SHELL BRAND PARTNER CONFERENCE 2018

**200**

**guests: Shell and brand partners**

**4**

**goals: networking, customer loyalty, end-of-year review, forecast**

**3**

**days of event**

**2**

**locations in Berlin: Marriott Hotel, Olympic Stadium**

**In a game of football, the team itself decides everything. However, team spirit is not only key to success on the pitch. In its collaborations, Shell Deutschland Oil GmbH sees itself as working with partners on an equal footing, with a shared goal. This year's Shell Brand Partner Conference was also held under the motto of „ONE TEAM, ONE GOAL“. It took place from 26 to 28 March 2018 in Berlin, and was organised by DFB-Reisebüro.**

The sense of community was strengthened by the choice of locations and programme elements connected to football. In the legendary Olympic Stadium, the „team spirit“ was brought to life for employees and customers, with inspiring speeches, workshops and discussions. The focus was on discussing thoughts with each other, supported by a varied, diverse programme. The highlight was an unforgettable evening spent as VIP guests at the classic international match of Germany against Brazil. The participants met in the Players' Lounge before the match had started, and the winner of the bet was decided there too, afterwards.

DFB-Reisebüro, experts in travel and events, designed the three-day event and its key visuals. They were responsible for the entire implementation of the event.

**1st day: arrival and networking**  
- Evening event in the hotel

**2nd day: exchange and discourse**  
- Tour Olympic Stadium Berlin  
- “Press Conference“: Shell plenary session with keynote by Markus Weise, Head of Concept development DFB Academy  
- “Performance Centre“: Shell workshops  
- Visit of the match Germany vs Brazil including betting game

**3rd day: breakfast and departure**



## BESPOKE INCENTIVE FOR MAXIMUM SUCCESS

DFB-Reisebüro personally assisted Shell Deutschland Oil GmbH at every stage, from the idea through to the event.

### Concept

- Design of content and organisation
- Research for the keynote speaker

### Branding

- Development of key visuals and slogans
- Design/production of printed documents and communication materials

### Guest service

- Online attendee management
- On-site accreditation, hospitality desk

### Implementation

- Project management
- Security concept in line with specifications
- Creation of schedules, event schedules, briefings and event manual
- Direction of plenary session
- Coordination of workers (location, stadium, hostesses, catering and others)
- Organisation of workshops

### Follow-up

- Photo-book
- Feedback surveys



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