

June 11, 2002

Transcontinental Interactive Marketing, a division of Transcontinental Group recently held a two-day sales conference at Niagara-on-the-Lake. The purpose of the conference was to bring together the sales and marketing people from seven business units located in four different cities in order to communicate the corporate vision, provide a forum for introducing new sales tools and materials, and an atmosphere that would facilitate fun and learning.

We hired the services of TAC com to provide a Master of Ceremonies, to bridge the gaps between presenters and use various performing techniques to add humor and provide a refreshing break from corporate presentations. We also asked TAC com to develop and perform a customized half-hour comedy skit that would depict a typical sales scenario in a way that would allow us to laugh at some of our own shortcomings, while at the same time introduce the benefits of changing from traditional sales roles to a more team-focused approach to account management.

TAC com's participation was a major contributing factor to the success of our event. As a North American company headquartered in Montreal, we face some internal challenges communicating in two official languages and with our American counterparts who operate in a somewhat different culture than their Canadian colleagues. TAC com, and our MC, did a terrific job at bridging these gaps and essentially eliminating any language or cultural barriers. The result was that participants felt comfortable, contributed in workshops and question periods, and came away with a feeling of community.

The actors performing the skit were very professional, funny, and provided a valuable and humorous look at ourselves, while at the same time introducing a new concept to our group.

I highly recommend the services of TAC com and would definitely use them again for future conferences and special events.

Regards,



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