



The Scenario

"A Brand is Built from the Inside Out." This is a T3 core belief. That is why we were thrilled to be asked back to manage the AgroFresh annual Global Leadership Meeting for a second year! Each year the AgroFresh Leadership Team comes together for year in review and to set the strategic direction for the upcoming year. Goals are set, executive announcements are revealed and motivating team meetings are held.

AgroFresh

The T3 Approach

T3 is charged with the entire management of the event so we partnered with our newest industry partner HPN to RFP, negotiate and site visit with us locations for the meeting. Once we secured our location, T3 handled all aspects of program branding, meeting communications, destination management, hospitality management, on-site logistics, team building and follow-up on key imperatives.

The Result

No tech glitches!

No logistical hiccups!

Built CRM database from referrals and lead collection

