

CASE STUDY: DSG International PLC turns FIVE venue into 'Product Learning Centre' for regional staff roadshow

DSG international plc, one of Europe's leading specialist electrical retailing groups, used the FIVE venue in June 2009 to host the Southern leg of its six-date UK roadshow where 280 regional colleagues from three of its brands, Currys, Currys.digital and PC World, came together for an interactive training day.



The roadshow was designed to give colleagues a preview and chance to experience first-hand some of the new product innovations by the manufacturers. Manufacturers taking part in providing this experience included TomTom, Sony, Samsung and Panasonic. The venue was themed to appear like an airport lounge complete with a series of departure gates, each with a separate activity for delegates taking place. The day began with a series of motivational speeches after which delegates were invited to move from 'gate' to 'gate', benefiting from an interactive and hands on training experience.



Speaking following the event, Nathan Frost Product Training Leader for DSGi commented: "This was a particularly successful leg of the Product Learning Centre tour. The FIVE venue worked extremely well for us because its flexibility enabled us to create a real impact, but also because we could control the delegate experience by spacing out the event exactly as we wanted without restriction."

For further information on events at FIVE, please contact:

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