

SANTALUCÍA Sales Convention 2018

Madrid, Spain



The SANTALUCÍA Company, a leading family protection insurer, entrusted ACCIONA Producciones y Diseño (APD) with the design, production, organizational support and logistics for its Annual Sales Convention 2018.

The convention was held at several significant spaces in Madrid and its surroundings, and involved about 1,000 people.

The space chosen for the event was Kinépolis Madrid Ciudad de la Imagen. To stage the convention, APD created an interactive meeting format with multimedia resources that shared the stage with the speakers. The most singular element was the scenography, created from volumetric cubes superimposed in different levels, inspired by the SANTALUCÍA logo, endowed with a sculptural character.

Integrated in front of the large projection screen, the installation functioned as a support for the projections with 3D effects, thanks to the multiple projection surfaces and configurations available with its shapes. In this sense, APD created a motivational video based on the graphic identity of the event, projected at the beginning on a frontal stage using video-mapping techniques. Likewise, 3D images were projected simultaneously with the speaker's presentations and the corporate videos throughout the convention, managing to transform the stage to make it more attractive and to provide dynamism to the event.

Once the convention was over, sales awards were handed out in all categories. The highlight of the event was the dinner at the Gran Casino de Aranjuez, where more than 200 employees were honoured for their great careers with the Company.

Date:
2018

Client:
SANTALUCÍA

Services:
Design and production turnkey

Attendants:
1,000

