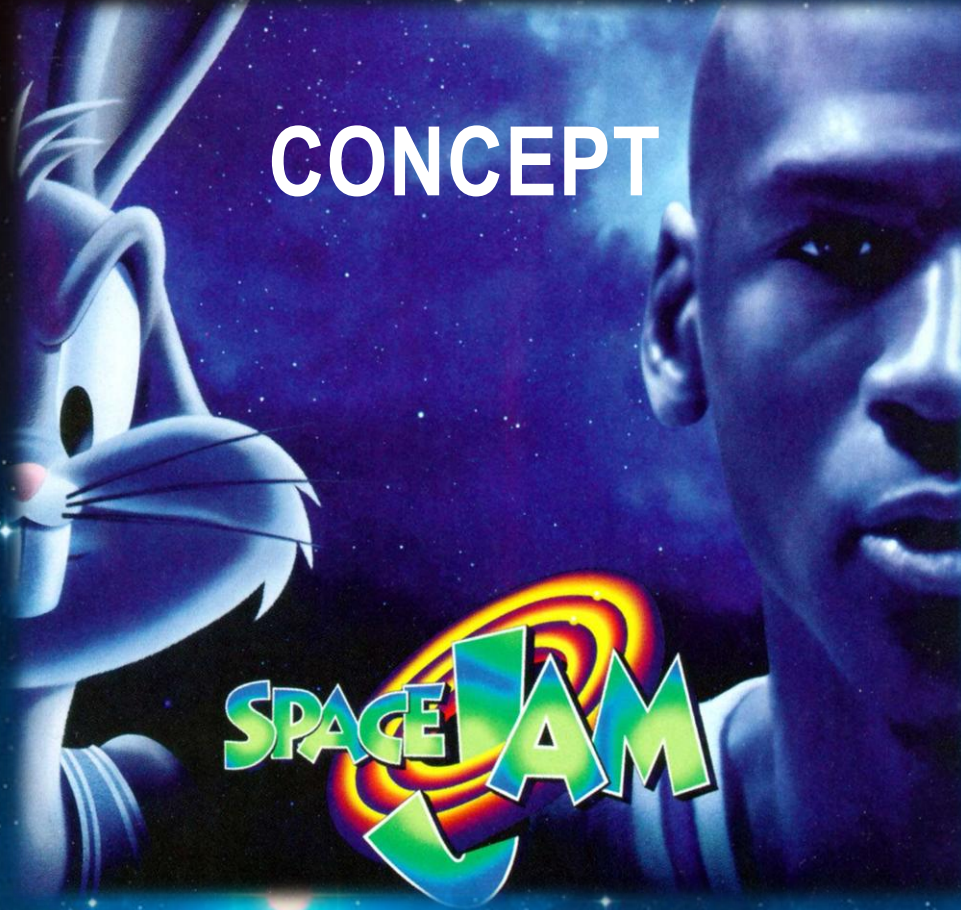




SELECTA NATIONAL SALES CONFERENCE 2013

Basketball Concept

CONCEPT



We're putting a twist to the basketball concept by using the elements of the movie 'Space Jam'. It will be an out of this world experience for Selecta Sales Force.

THEMATIC EXECUTION

Outer Space Basketball

This is basketball in a different light. Nothing like you've imagined. It will take the conference to a whole different level. This will be a new and fun experience for the employees.



RATIONALE

A basketball-themed event is nothing new, but we will execute this conference uniquely and bring Selecta Sales to new heights. Space Jam is the story of the sport of basketball taken into outer space. Same as Selecta Sales' goals, their selling strategies will be taken into a whole new different level – surpassing quotas, surpassing even their set plans and giving more than what was expected. The Sales Force will shoot for the goal and come up with limitless possibilities. The concept of outer space selling will bring out better sales than ever before.

For Selecta Sales, this event will reveal Selecta's plans for 2013 and prepare them for a whole new level of selling. The outer space basketball experience will keep the audience engaged, excited and interested.

TITLE



GOAL · FORWARD · SCORE



NATIONAL SALES CONFERENCE 2013

For 2013, there will be a new and more SOLID SELECTA. One Team with One Goal, and that is to come out a winner on top!

There are 3 steps towards achieving victory for 2013 – GOAL. FORWARD. SCORE. Goal is a set structure of the plans and agendas for the coming year. Once the goals are communicated and set plans are ready, Moving Forward is the only way to go. Once the Force has moved forward with the set plans, the outcome is the unexpected Score – an unexpected score that was brought about by the sales force offering and selling more than what was expected of them

On 2013, Selecta will come out on top, having a solid sales force bent on breaking boundaries and producing the inevitable – success.

INVITE PEG

3D Pop Up Invitation

Once opened, a pop up of an alien playing basketball among constellations will surprise the receiver of the invitation.



Save the date and Jam with Selecta!



**SELECTA National Sales
Conference.**

**02.1-2.13
MOA Arena**



VENUE OPTIONS



MAKATI COLISEUM

31 Mascardo Street,
La Paz, Makati City



CUNETASTRODOME

Derham Street, corner Roxas Boulevard



Shaw Boulevard,
Old Capitol Compound,
Pasig City

YNARES SPORTS ARENA





Venue Look and Feel

THE EXPERIENCE

VENUE DRESS UP

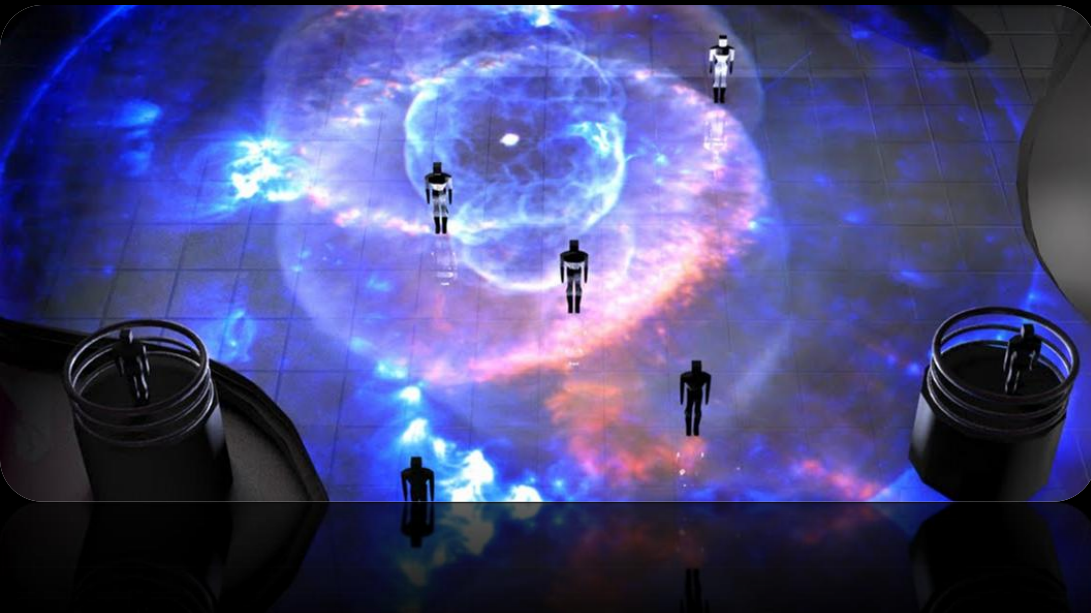


Moons, stars,
candlelit hanging
orbs with small
basketball
objects will
decorate the
venue



PROJECTED CONSTELLATIONS

On the floors and walls





STAGE DESIGN

With LED backdrop.

MUSIC / DJ

There will be a DJ dressed as an astronaut to set the mood of the event.



MOBILE BAR



Bartenders will provide cocktails and liquor to everyone.

USHERS / SERVERS IN SPACE SUITS



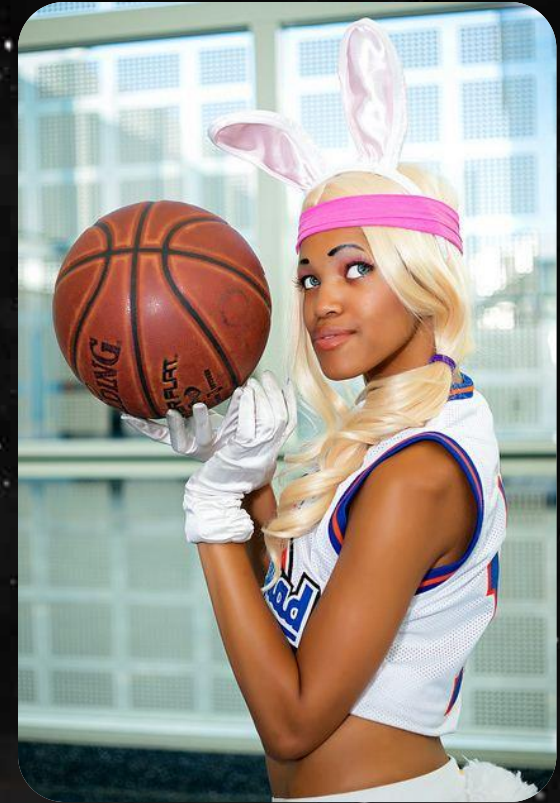
PROGRAM FLOW

A cosmic background featuring a large, textured planet on the left, a bright sun or star in the center creating a lens flare, and a smaller, cratered moon on the right. The scene is filled with stars and nebulae.

DAY 1 – PART 1: NPI LAUNCH

TIME	ACTIVITY
<i>PRE-EVENT</i> 8:00 – 9:00 am	<ul style="list-style-type: none">• Arrival of Participants / Registration• Distribution of Light Snacks
<i>EVENT PROPER</i> 9:00 – 9:15 am	<i>OPENING</i> <ul style="list-style-type: none">• Opening Parade – Theme Reveal
9:15 – 9:20 am	<ul style="list-style-type: none">• Opening AVP
9:20 – 9:25 am	<ul style="list-style-type: none">• Host Opening Spiels• Opening Remarks
9:25 – 9:30 am	<ul style="list-style-type: none">• Welcome Remarks by Head
9:30 – 11:30 am	BU Presentations
11:30 – 12:00 nn	Ordering
12:00 – 12:05 pm	<i>CLOSING</i> <ul style="list-style-type: none">• Closing Remarks• Host Closing Spiels
12:05 pm	Lunch

OPENING PARADE – THEME REVEAL



The event will officially begin with a parade that will showcase cosplayers dressed as the characters of the movie Space Jam – Michael Jordan, the Looney Tunes characters and their alien foes. The feel will be fun, festive, competitive, with background sound effects of fans screaming as if it is the big opening night of a much-awaited basketball game.



As the audience wait apprehensively in their seats for the opening of the event, lights will dim, music of audience screaming and the Space Jam music plays. Slowly, a voice over builds anticipation as he introduces the characters from the movie, followed by the UP Pep Squad!

Michael Jordan leads the parade, followed by the Looney Tune group, then the gigantic alien villains from the movie.



The UP Pep Squad follows at the tail of the parade and flaunts their different stunts and cheers. The whole crew ends the opening parade with a bang at the stage as they dance and celebrate.



As the last dancer is thrown into the air and ends up at the top of a pyramid of the squad, the intro of the Opening AVP flashes on the LED screen of the stage like fireworks.

Then reveal of the theme resumes with the AVP showing different footage of the previous Selecta Sales Con and captions of what the next 2 days will be like – fun and exciting!

OPENING AVP TREATMENT BOARD



Previous Sales Con Experience – The Wins

The AVP will first open with the exciting and memorable 2012 Sales Con experience. It will showcase a montage of pictures and videos of the activities held during the event. How it all started and how it all ended successfully. It will also show the success stories of 2012 because of the 2012 plans.



Plans for 2013

The middle of the AVP will offer a descriptive and in-depth look on what Selecta plans to happen in 2013. This will begin with the activations, how they will capture their market, battle plans, and slowly transition to the much bigger strategies like grand consumer and media events, complete with celebrities and spectacular performances.



The 2013 National Sales Conference Experience

This part will be the reveal of the theme of the 2013 Sales Conference. It will show clips of the film Space Jam and how the event will be executed with gimmicks and an outer space feel. It will end with Michael Jordan slamming the ring with his award-winning dunk!



The 2013 National Sales Conference Results

By the end of the AVP, the viewers will have felt exhilarated and excited of what is to come. This part of the AVP will platform what they envision the results of the 2013 Sales Con to be – more sales and more success for Selecta, and a brighter future for its Sales Force.

OPENING REMARKS GIMMICK



There will be a faux live backstage footage of the alien villain cosplayers bullying the Looney Tunes squad and forcing them to give a basketball to them. Michael Jordan appears and takes the ball away from them and does a short spiel of why the ball is important. Jordan hands the ball to the opening remarks speaker and the speaker runs towards the front of the stage.

As he is running up front, the faux camera is switched to a real live camera showing the speaker running towards the stage. The speaker is introduced by the host as he comes up on stage holding the ball.



There will be a mock-up basketball ring on stage, and the speaker has to shoot the ball inside the ring. He will end with the line "We will shoot for the goal and score big this 2013!"

WELCOME REMARKS BY HEAD GIMMICK



The Sales Head will enter the stage dribbling a basketball. A montage video of basketball teams winning and scoring serve as his backdrop. Once he reaches the stage, he stops dribbling and holds the ball above his head and says a short line about victory. The ball has the Selecta logo on it. The Sales Head will hold the ball the whole time he is doing the welcome remarks.

By the end of the speech, he mimics the 3-point shoot done by the previous speaker and once again, does a short line about victory for Selecta Sales this 2013. The air will be filled with Space Jam music and cheering crowd.

The background is a deep black space filled with numerous small, white stars of varying brightness. A faint, wispy nebula with a reddish-pink hue is visible in the lower-left quadrant. In the bottom right corner, there is a prominent, bright orange-yellow star with a small, glowing halo.

BU PRESENTATIONS

MAGNUM

From the back of the venue, a royal space ship carriage appears, slowly approaching the stage. It is flanked by royal alien guards dressed in basketball-themed outfits.

The person riding the carriage is first covered up in a long coat with a hood, covering the face of the person riding the carriage.

Royal music fills the venue and as the carriage is nearing the stage, the person covered up in the carriage stands up, takes off the coat and reveals herself as Solenn Heusaff, Magnum's famous endorser. She is wearing a sexy cheerleader's outfit and she will sing one song for the excited crowd.

After her performance, the Magnum head team will reveal their plans for 2013, complete with an AVP showing their previous commercials and ads.



The 3-in-1 team first introduces their plans to the Sales Force. As they reach the part where they discuss their commercials and endorsers, Vhong Navarro and Sarah Geronimo suddenly appears on stage. They will perform a short Selecta 3-in-1 dance number, keeping the crowd hyped up and thrilled.

3-IN-1 + 1



ORDERING



Modes dressed in cheerleading uniform appears in different parts of the venue holding tablets for the sales force to order with. The models will teach the force how to order quickly and efficiently. Each order has a time limit of 30 seconds. While the participants are ordering, there will be a timer like in basketball games to keep track of the time of each person who will order. After 30 seconds, the buzzer will be played and another person gets the chance to order.

There will be order claiming stations where the participants receive all their orders immediately. Their orders will be recorded in the Selecta database and there will be models manning the stations to check their orders through a computer and distribute them.

DAY 1 – PART 4: ACE AWARDS

TIME	ACTIVITY
<i>PRE-EVENT</i> 5:30 – 6:00 pm	<ul style="list-style-type: none"> • Arrival of Guests / Registration • Distribution of Light Snacks
<i>EVENT PROPER</i> 6:00 – 6:05 pm	<i>OPENING</i> <ul style="list-style-type: none"> • Host Opening Spiels • Opening Remarks from Sales Head
6:05 – 7:00 pm	Entertainment – Performances of the Teams
7:00 – 8:30 pm	<ul style="list-style-type: none"> • Dinner / Drinking with the bosses • Team Performance Awarding
8:30 – 8:45 pm	Tribute Videos
8:45 – 9:15 pm	Awarding of Outstanding Salesmen
9:15 – 9:25 pm	Closing Performance
9:25 – 9:30 pm	<i>CLOSING</i> <ul style="list-style-type: none"> • Closing Remarks • Host Closing Spiels
<i>POST EVENT</i> 9:30 – 10:30 pm	Post Party / Rockeoke / More Drinking

ENTERTAINMENT (PERFORMANCES OF THE TEAMS)



It's a cheerleading competition!

Each business unit has to perform a short cheer dance in front of everyone and give it all they got, basketball cheer dance style. The groups will be judged by a few of the big bosses.

TEAM PERFORMANCE AWARDING



There will be a 3rd, 2nd and 1st place winners. The winning teams will receive cash prizes and freebies from Selecta.

TRIBUTE VIDEO MOOD BOARD



2013 Sales Highlights

An Introduction to the Awards Night. Why there needs to be an awarding. This scene will show the most memorable highlights / successes of 2012 for the specific Selecta BU.



Sales Men Responsible for the Success

Short clip of the background of the Sales Men responsible for the successes of the specific BU.



What They Have Done

This will show the significant contributions these sales men have made for that Selecta BU.



A Thank You

Selecta shows its appreciation to these outstanding sales men. Shows a montage of people happy and a crowd cheering.

AWARDING OF OUTSTANDING SALESMEN



The sales men to be awarded has to walk in the middle of the venue going to the stage. There will be a red carpet leading up to the stage where they will be walking, and they will be flanked by cheer dancers as they walk up towards the stage.

CLOSING PERFORMANCE



A live band will perform a few songs for the sales force and keep the crowd going for the post party ahead.

POST PARTY / ROCKEOKE



Rockeoke is an incredibly thrilling way to spend the rest of the evening after the awards ceremony. Karaoke with a incredible live band providing the backing. Rockeoke is a great way to get the participants interacting. The band who performed for the closing of the program may provide the backing for the Rockeoke part of the night.

DAY 2 – PART 3: TEAM BUILDING

TIME	ACTIVITY
<i>PRE-EVENT</i> 8:00 – 9:00 am	<ul style="list-style-type: none">• Arrival of Participants / Registration• Distribution of Snacks
<i>EVENT PROPER</i> 9:00 – 9:05 am	<i>OPENING</i> <ul style="list-style-type: none">• Host Opening Spiels• Opening Remarks from Sales Head
9:05 – 9:15 am	<ul style="list-style-type: none">• Opening Performance• AVP – Team Building Activity Theme Reveal
9:15 – 9:20 am	Task Draw Lots
9:20 – 9:25 am	Giving of Instructions
9:25 – 10:30 am	Team Building Activity
10:30 – 10:50 am	Awarding of Activity Winners
10:50 – 10:55 am	Closing Performance
10:55 – 11:00 am	<i>CLOSING</i> <ul style="list-style-type: none">• Closing Remarks• Host Closing Spiels

OPENING PERFORMANCE



Dance Group

A local dance group will begin the morning with a fantastic dance performance, whilst incorporating the theme of a basketball in space vibe to their dance routine.



AVP MOOD BOARD

(TEAM BUILDING ACTIVITY THEME REVEAL)



Introduction – Selecta Retail Outlets

A video montage of the different places where Selects is able to sell and distribute its delectable product to the masses.



Example of Outlet Dress Ups

A short animation of how an outlet is slowly dressed up, ready for Sales Battle.



Challenge

A couple of lines challenging and encouraging the sales force to participate in the activity. It will also show the possible prizes they could win when they win in the activity.

TASK DRAW LOTS

The host invites each group representative to come up on stage and pick from a basketball-colored fishbowl what booth they will be dressing up.



EXAMPLE OF THE BOOTHS

- Fast Food
- Restaurant
- Grocery
- Supermarket
- Sari-sari store
- Convenience Store
- School
- Foodcart
- Kiosk
- Cafe



GIVING OF INSTRUCTIONS

The host will give out instructions regarding the step by step process of the activity. As the host is providing instructions, a live camera will show on screens the areas that the host is pertaining to, in order to provide a more vivid picture of the whole process for the participants.

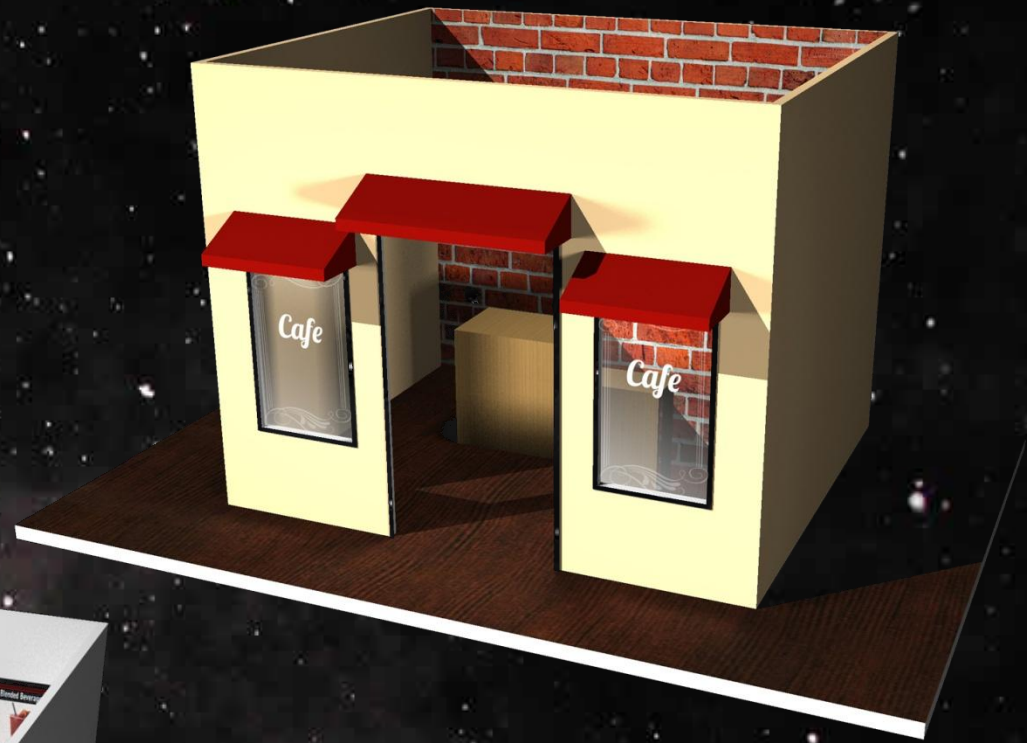
After the activity rules are given out, the host will officially begin the program by blowing a whistle, backed up by the sound effects of a buzzer like in basketball games. The team building activity starts as the timer is set on screen.



TEAM BUILDING ACTIVITY (THE SPACE RACE ACTIVITY)

- Inside the team building activity area are the different booths, merchandising materials station and challenge station.
- Each team's task is to dress up and arrange the merchandising materials inside their designated booth.

Step 1: Assess the designated booth.



Step 2: Go to the Merchandising Materials Station. Determine which materials will best sell the Selecta products.

Step 3: Get to the Challenge Station.
Perform the challenge and get the merchandising material for your booth.

Each challenge area has a list of the merchandising materials you will get once you have completed the challenge.

The different challenges that the participants have to go through are all basketball-related:

- Shoot the ball in the ring
- Dribble the ball for 10 seconds
- Spin the ball on finger for 5 seconds



Step 4: Go to designated booth. Arrange appropriate merchandising materials, install and execute.



AWARDING OF WINNERS



- Each winning team will be asked to come up on stage for a quick photo op and distribution of prizes.
- Each group representative will get to shake hands with the Sales Head. Other team members stand on a platform and will be given their own trophies.

CLOSING PERFORMANCE



A quick outer space themed performance will end the team building activity with an uproar.

SOUVENIR PEGS

Something that
the sales force
could use even
during field
work.

Tote



Hydro-Pouch Collapsible
Sport Bottle



Sport Can Holder



Basketball Drawstring Backpack





END. THANK YOU!