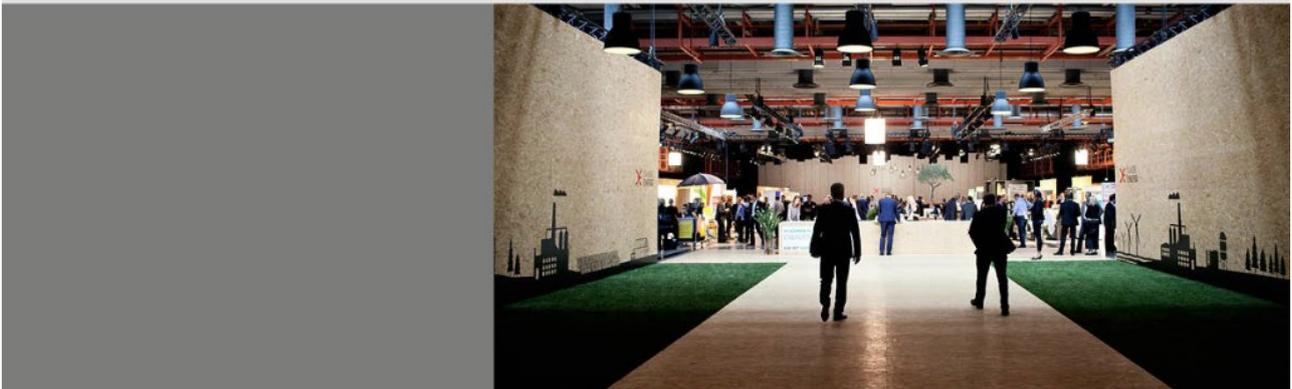


FEBRUARY X SIXTEEN



A belated happy New Year and thank you for an eventful 2015!

We look towards an interesting and innovative 2016 with many ambitious goals. We aspire to create even more value for our clients and make you aware of the various possibilities and benefits that collaboration with Format can bring to you and your organisation.

Format specializes in changing the behaviour of relevant stakeholders through the communication that occurs through physical interaction, being it participation in conferences and meetings or involvement in campaign activation.



REFLECTIONS: *What no one will tell you*

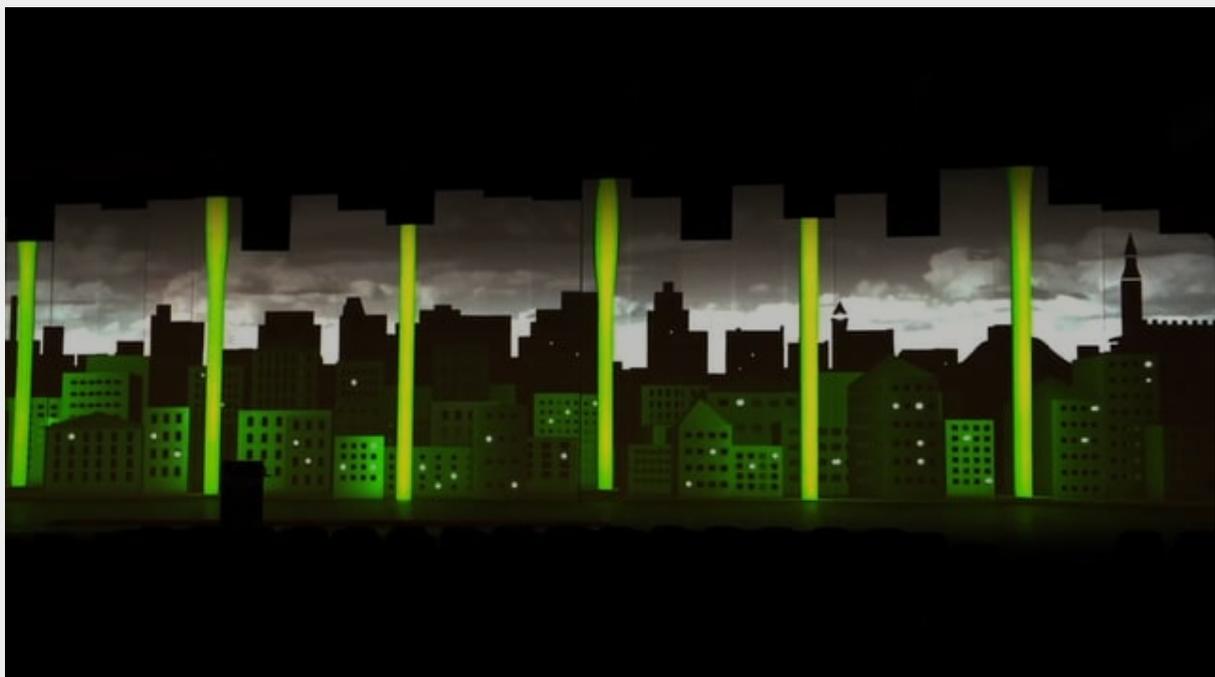
When attending internal meetings, everyone is generally expected to be prepared. So why should people not be prepared when attending conferences - especially if you take the increased costs into consideration. /David Brandenhoff, Format Agency

Is it always a good idea to orchestrate a conference? For some companies, it is a recurring event and people expect it - but no one really knows and understands the objectives. Others just think it is the best way to communicate a message to a large audience. It might be, if done correctly, however, countless cases represent a massive budget and a clever frame, but no substantiated content and no tangible outcomes.

Sounds like anything you would like to avoid? We do things differently - read about our approach [here](#).



CASE: When you enter an innovative meeting space



One of the highlights of 2015 was the Energy Summit. Read more about how we combined the message of innovation, the participants and the room itself to disrupt the usual conference experience [here](#).



CASE: Bringing Telenor's enchanted Christmas universe to life

A magic winter wonderland with curious characters came to life in four Danish malls during December, inviting families to create their own imaginary figures with the guidance of creative artist Shane Brox. The events where the physical equivalent to the online Christmas universe created by Telenor to engage customers and improve visibility. Read more about our campaign activation [here](#).



What will 2016 bring?

One of our most important goals in 2016 is to contribute to developing and improving the notion of the physical meeting - big and small - with clear strategic objectives and remarkable results. That is why we have formed a partnership with **Innovationsfonden**. Together we wish to demonstrate the value generated by physical meetings, and design an effective model, which will incorporate the unique aspects of your business with a generic solution to ensure ROI. We are still processing data and engineering the

model, and we look forward to sharing it with you in the coming year.



Do you want to enjoy our newsletter?

We know, what could Format possibly have to tell that could be interesting to you? Well, we strive to always innovate our processes and methods to ensure constant development of the communication within and environment surrounding the physical interaction.

And we thought you might be interested in knowing, how we pursue tangible outcomes through conferences, meetings and campaign activation. **SIGN UP** - and we will present you with inspiring case stories, captivating insights and projects that will demonstrate how we plan to create value for you.

Format Agency

Format breaks the barriers within communication, conferences and meetings. We focus on form and content, and we know what works in practice. We create measurable effects, by involving ourselves at all levels: From the preliminary reflections to the final execution, and with purpose as our main focus, we make your communication, conferences and meetings a good investment.

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