

case study | CMA Recruitment & Dragonfish



The Clients

CMA Recruitment Group has offices in Southampton, Portsmouth, Bournemouth and Basingstoke and has built an enviable reputation and track record as the South's leading independent Accountancy & Finance, Executive, Practice and HR consultancy, with a diverse client portfolio covering Hampshire, Dorset, Wiltshire, Berkshire, Surrey and Sussex.

Dragonfish UK is a full-service employee communications agency based in Southampton and London that creates customer value from the inside out. They create customer-centric cultures, blending inspiring employee communications with razor-sharp customer insight to help companies place their most valuable customers at the heart of everything they do, thereby bridging the gap between employee engagement and profit.

For more information contact:
Suzanne Shaw
suzanne@thecolourworks.com
or
Colin Pinks
colin@thecolourworks.com
0345 045 0933

Client Needs

“To enhance our reputation with our existing and prospect client guests by providing a top-class speaker and presentation at one of our regular events.”

The Issue

Both of these companies hold regular events to which they invite their network of existing and prospective clients.

The objective is to keep their name in front of these decision-makers, reaffirming their status as:

- a) trusted experts in their field
- b) associated with recognised professionals of complementary services
- c) generous (to lay on these events).

But they were both struggling to keep their audiences engaged – the presenters were the same each time and the content was becoming stale. They needed something and someone fresh to get their guests buzzing.

The Solution

The Colour Works presented free of charge half-day seminars on Employee Engagement – “How engaging are YOU?!” – and “Outstanding Team-Working” at hotel venues in London and Southampton to audiences of up to 60 delegates. Each delegate received a complimentary 21-page **Discovery** profile (RRP £95), some learning support materials and a raft of ideas to take back into the workplace.

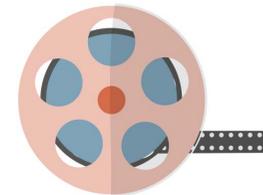
Delegate comments included:

“Best event you’ve put on!”
“Brilliantly presented – kept me engaged throughout.”
“Thank you for such a useful event – I feel re-energised and can’t wait to share my profile with colleagues.”

Learn about Insights Discovery® here



View our company show reel and testimonial here



Partners' Comments

“Thank you, Colour Works –



we’ve never received such glowing feedback from any event

we’ve run. Our guests were delighted which means we are too!”

NEIL PHILLIPS, OPERATIONS DIRECTOR, CMA

dragonfish™

“Thank you for yesterday – that was one of our

best attended events so we must have pitched it right. I loved it. The whole room loved it. Fabulous!”

SAM TURNER, FOUNDER & JOINT MD, DRAGONFISH UK