

Mann Made Media hosts the SABMiller and AB InBev Megabrew conference

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After waiting a few years Mann Made Media (MMM) finally had its chance to take on the South African conference of all conferences, the SAB's annual Strategic Marketing, Sales and Distribution Conference. In 2016 MMM pitched for the event and was awarded the account to produce this prestigious annual event.



This year's SAB Marketing Sales and Distribution conference was especially important, since it was the first leadership event of the coming together of these two giant companies SAB and AB InBev.

"We have always been committed to producing world-class work for SAB and now with the AB InBev family we are excited to push even harder to deliver better world-class events and campaigns," says Mic Mann, Executive Producer Mann Made Media.

With just on five weeks to create a convention that introduced the newest members to the SAB stable, employees from the SAB Events team and Mann Made Media partnered in spectacular fashion.

We researched AB InBev's principles of 'Dream, People and Culture' and found great synergy between the two companies values. Now that they are one combined company delivering beer to one third of the world, with different nationalities and cultures, we arrived at the theme, '**One People One Dream**'.

The theme was carried through every touchpoint, from the invites to the content, to the evening events. The strategy was formulated and communicated with great simplicity and clear direction, by the SAB leadership team.

Hosted over four days in January 2017 at the newly revamped conference area at Sun City, Mann Made Media made great use of the Shebeen and Valley of Waves for a Corona Beach Party theme in the evenings.

Business Unit President South Africa Marcel Regis kicked off the convention inviting guests to absorb the winning commercial strategy for 2017.

The format of the event was crisp with strategic directives in a manner that would best be understood - messages of collaboration and cohesion fitting for one of the world's largest FMCGs. With strategy, brand and sales presentations, the audience were able to interact during the convention, using a newly developed app and during comfort breaks, whilst all along the MMM onsite film and edit team made daily recap videos.

"Mann Made Media is proud to service and work for top Global companies with incredible leadership and strategies like SAB AB InBev," concludes Mic Mann.

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