

PRODUCT EXPERIENCE COMPANY BUILDS MESSAGING FROM WHITEBOARD TO SALES TO CUSTOMER EVENT KEYNOTES

How Akeneo launched new platform messaging at multiple major customer events while refreshing their sales messaging and upskilling their leaders and Product Marketing team.



AT A GLANCE

Challenges

- Needed an impactful keynote for CEO and CMO to effectively share the company vision
- Create effective sales messaging and materials that clearly tell the new Akeneo product story
- Upskill the Product Marketing Team to add storytelling skills to their approach
- Work with SME presenters to improve their speaking skills

Outputs

- Created multiple keynotes for events in US and France while providing executive coaching
- New sales decks that simplified messaging while adding clarity and impact
- Coached teams before events and onsite
- Storytelling workshop for Product Marketing team



"Public facing teams need to show up and present the best of themselves and the company. Robert is especially adept at finding people's hidden talents and shaping us all into better presenters and storytellers."

Kristin Naragon
Chief Strategy & Marketing Officer
Akeneo

KRISTIN'S STORY

We were planning our first US-based customer event in Boston while simultaneously working to finalize our messaging for our next phase of product development and updating our sales materials for our team. We had a huge list of deliverables while our CEO and I needed to prepare to address our US customers live for the first time. Our event and sales enablement was too important to risk, so we needed to make sure it was all as polished as possible.

We were dealing with two challenges. The first is too many things to do in too short a time, and the other was making sure everyone on the stage was going to present the most clear, interesting, compelling, and memorable message that we could.

Our Director of Product Marketing had worked with Robert at INTRIGUE before and suggested we bring him in to support executive coaching, messaging, and teach our people how to use storytelling skills to make the biggest impact with all our audiences.

Our CEO and I went through virtual coaching sessions, live coaching, message reviews, and rebuilds. We talked through metaphors that would capture the audience and how best to share a stage so the audience would focus where we wanted them to. We worked and reworked our presentation until we understood each visual, message, and how the audience could respond.

Our Product Marketing team learned to integrate storytelling into our standard sales deck to simplify and elevate our new messaging so that we were concise with what we needed to say while pulling all the levers we could to keep our prospects engaged and interested. INTRIGUE even did a virtual workshop with our French and US-based Product Marketers so they could learn how to employ all the techniques they had learned in their day-to-day deliverables and activities moving on.

Things went so well, that when we were preparing for our Unlock 2023 event in France we brought INTRIGUE back to help prepare us. Our team learned about how to effectively run panel discussions, work together smoothly on stage, and yes, more help with keynotes.

The best thing is we were able to get help with creating, improving and delivering messaging whether live or through materials all from one agency.