

CHANGING THE GAME

WE MUST CHANGE THE GAME AND TAKE THE LEAD



Keyline's mission is to build better communities and enrich lives, but it knows that making a difference starts from within. Using the business theme of "Changing the Game and Taking the Lead", Keyline, along with its marketing agency, developed a conference for employees and suppliers that would both effectively communicate its objectives and strategies for the coming five years, and also leave a lasting impression.

The game-themed event was not only visually impactful and engaging, but also demonstrated how Keyline are "game-changers" in the civils industry.

72 colleagues filled out the survey, where the average rating was over 4 to 5 (out of 5) for every single question. As a result of the content delivered at the business conference, an impressive average of 97% fed back that they went away understanding Keyline's key priorities for 2023 and beyond.

The event was considered a major success as it allowed Keyline to fully explain the company goals to their employees.

"IT WAS FANTASTIC TO ATTEND A LIVE CONFERENCE AGAIN. EXCELLENT SETTING AND IMPRESSIVE CREATIVELY. VERY INFORMATIVE OF THE 2022 PERFORMANCE/STRATEGY AND THE 2023 UPDATES."



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Keyline  
CIVILS SPECIALIST