



**CORPO**  
AVENTURE

# Demo tour

**Discover the power of the  
experience**

Do your current  
**promotional methods** let  
potential consumers



**Strategically**  
experience your  
products over a  
wider territory?



## Moreover...

- Provide your customers with an emotional experience
- Gather strategic information
- Identify leads
- Measure ROI
- Increase and measure conversion rate

Yes,  
It's possible!!!



With a  
**Strategic solution**



Such as the **DEMO TOUR**



# Our added value

## Promotional events

Demonstration

General population

Passive participants

Random retention rate

Stimulate sales



## DEMO TOUR

Experimentation

Targeted customers

Active participants

Maximum retention rate

Increases conversion rate

Secures customer loyalty

# The DEMO TOUR

A concept that is

Memorable  
and  
**Effective**



**Because we remember 90% of  
what we do**

Infinity of possibilities that lets  
your clients discover **your**  
**products' characteristics** in a  
real context







# A practical example:

## *The Kiathlon*

**Objective :** To introduce a new automobile's characteristics via the media

### **Corporate Adventure Solution:**

- 10 driving tests
  - Each test lets participants understand one of the automobile's new characteristics
  - 1 day
  - For journalists and dealers
- 
- 



**Turn key  
service**

Ideation,  
strategic planning and coordination

Organizing and running events  
from A to Z

An extension of your sales and  
marketing or of your communications  
agency

Gathering strategic information and  
reporting

Logistical support

**Corporate Adventure**





# Our mission


Corporate adventure acts as a choice partner to businesses who wish to optimally implement their organizational strategies and develop employee skills, using innovative communication strategies and experiential training



## Our strength

Providing **memorable experiences** with your message, whatever the nature of the message



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- A group of approximately 15 diverse business professionals, including men and women of various ethnicities, are standing in a line. They are dressed in professional attire such as suits, blouses, and dresses. Behind them is a large, stylized world map in shades of blue. The background of the slide features a faint, light-colored world map on the left and a dark grey gradient on the right.
- ✓ International experience
  - ✓ Experts in organizational development, marketing, management, communication
  - ✓ Over 2,000 experiences based on “action-based communication” since 1994

Corporate Adventure,  
A memorable learning experience

# A few of our customers



Integrating technologies  
at a human scale



Santé  
Canada

Health  
Canada



Systèmes de planchers chauffants





## **5 specialized units help us fulfill our mission:**

1. Making the most of meetings and conventions
2. Action-based training
3. VIP rewards and seduction
4. Sales and distribution network development
5. **Product launch and demo tour**

# Contact us!

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# Ready to stand out?

