

THE NEW WORLD BEAN AROUND THE WORLD

EVENT INFO

TIME: 1½-2 HRS

NUMBERS: 12-500

LOCATION: INDOORS

APPROACH: COMPETITIVE



A fast paced, dynamic and thought provoking game based on coffee trading, that will stimulate the energy in any conference programme.

Remember when there were just two kinds of coffee...black or white? Now, as with everything in life, things are more complicated. Coffee is a 'must-have' lifestyle accessory and consumers have an ever-widening range of flavours and options available from an increasingly competitive choice of outlets and brands.

This has made the business of coffee trading a lively place to be. From Kenya to the Caribbean and from Brazil to Borneo, to succeed in the coffee business takes excellent market intelligence and fantastic service, combined with the ability to respond quickly to ever-changing consumer trends and tastes.

With **Bean Around the World** teams play the part of coffee traders in providing the supply chain from producer to outlet and finally to the ever-fickle consumer. This competitive game really captures the essence of new economy teams and focuses on such issues as, short-term success versus long-term strategy, risk management, win-win negotiation, managing supplier and customer needs within a complex supply chain; and the power of good information.

Bean Around the World is a dynamic and thought-provoking trading game that will stimulate and energise any conference programme and generate fresh ideas and approaches to business. Add a review and analysis session and you have the perfect conference pick-me-up that can build extra-strength commitment and customer focus. And what better way could there be to introduce a coffee break?

BUSINESS BENEFITS

SUPPORTS STRATEGIC PLANNING

NETWORKING SKILLS

RISK MANAGEMENT

CHANGES ATTITUDES

