



A Success Story:
**Carlsberg Marstons
Brewing Company**

"Wyboston were so flexible with our event and helped us create an amazing experience for our attendees. As always, the venue was perfect for our needs and we'd definitely use them again."

Debbie, CMBC

"We've had a great couple of days at the resort..... the level of care and service we received from the staff was excellent."
Debbie, CMBC

INTRODUCTION

Carlsberg Marston's Brewing Company (CMBC) seized the opportunity of its leadership conference held at Wyboston Lakes Resort to emphasise the importance of Diversity, Equity, and Inclusion (DEI) while bringing its brand strategy to life.

CMBC, a product of the 2020 joint venture between Carlsberg UK and Marston's Beer Company, has brought together two long-established organisations, operating breweries and a distribution network throughout the UK.

The company's beer portfolio covers a wide spectrum, from English cask ales like Hobgoblin and Wainwright to lagers such as Carlsberg Danish Pilsner, Kronenbourg 1664, and San Miguel. Notably, CMBC constantly introduces new beers under brands like Brooklyn and Poretti, making it an exciting period for the organisation.



OBJECTIVES

CMBC's 2,100 plus workforce is spread across five breweries, logistics operations, the corporate headquarters, and field-based teams. This multifaceted approach enables CMBC to maintain agility but makes planned gatherings essential to enable employees to connect, to foster creativity, and build strong team relationships.

During the COVID pandemic, the absence of face-to-face interactions was profoundly felt, especially by dispersed teams. Consequently, CMBC places great significance on its live events and prioritises agenda design that encourages interaction, networking, and enjoyable experiences while focusing on business priorities.

The leadership events bring together CMBC's top 60+ leaders three times a year. These serve as platforms for updating, informing, and engaging the leadership team on current business and industry issues.





SOLUTION

The recent event, held as always at Wyboston Lakes Resort, began with a focus on Health & Safety. This specific event featured a business update, brand immersion sessions to align leaders with strategic brand plans, inclusive leadership training, and discussions on organisational health. A dedicated wellbeing session was incorporated into each agenda, addressing topics like 'Managing Menopause / Mental Health.' Additionally, the VP Corporate Affairs from Carlsberg Group, Denmark, provided insights into the Carlsberg Foundation's work.

During the afternoon and evening segments of the event, the marketing teams took charge, activating brand visibility and sampling to vividly convey the brand strategy. These sessions delved into the 2024 brand plans and transported staff on an immersive journey worldwide, visiting destinations like Paris, Lake Como, and New York to explore three brands in-depth: Kronenbourg 1664, Birrificio Angelo Poretti, and Brooklyn. The day concluded with an evening BBQ, featuring further brand immersion activities and beer sampling.



RESULTS

For the first time, CMBC utilised this event as a platform to share its plans with the broader leadership team, facilitating the cascading of information throughout the entire organisation. Open dialogue and cross-business communication proved pivotal in engaging employees, helping them to comprehend how their roles contributed to each other's and to CMBC's overall success.

The event seamlessly aligned with the brand's cultural ethos of empowering individuals, supporting their career development, and enabling them to be the best versions of themselves.

