



# CARLSBERG MARSTON'S BREWING COMPANY



WYBOSTON LAKES  
RESORT



# THE AIMS OF THE EVENT



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.

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**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

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# THE 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 addressing topics like 'Managing Menopause / Mental Health.'

The day concluded with an evening BBQ, featuring further brand immersion activities and beer sampling.





# THE RESULT

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.