

VWV drafted to go global

Experiential communications agency, VWV, has been appointed for the fourth consecutive year by Miller Brewing USA to manage its annual distributor's conference. This year's conference takes place at the MGM Grand Hotel and Casino Complex in Las Vegas (USA) mid-April.

The principle function of the Miller Distributor Conference, which hosts 3500 delegates, is to create a unique means of engaging Miller distributors in ways that will inspire and motivate this audience to increase their support of priority Miller Brewing Company initiatives.

To this end, VWV will design and develop an entire "village" to showcase some 20 brands across three market segments. Over and above this, VWV's brief includes co-ordinating a two-day conference, and a massive gala banquet/awards ceremony.

While the conference is defined with a complete prejudice for distributors, the secondary function of the conference is to leverage it with other constituencies. Those include the company's management, employees who directly interact with its distributor partners, agency partners, trade media and selected journalists and analysts.

For more, visit: <https://www.bizcommunity.com>