



Aspiring for Greatness

Client Case Study

Client

Linea Connect represents and supports business professionals from a wide range of technical backgrounds and industry sectors.

We facilitate relationship engagement opportunities and continued professional development amongst and on behalf of our members, to assist improved business performance and the achievement of personal and corporate goals.

Challenge

To launch a series of motivational and thought-provoking events in order to attract new members to the Connect Community providing an opportunity to share knowledge and encourage personal and business development.

Approach

We developed an interactive launch event to be delivered to a carefully selected audience, with the focus around the following theme:

Aspire for Greatness - an event aimed at embracing life's challenges as an opportunity for self-transformation.

As a central hub for Northern business leaders, Liverpool was the perfect location to hold this event, which included presentations from:

- EX-RAF pilot, former International and England

Rugby player and Performance Consultant, Rory Underwood MBE.

- Lifestyle Coach and trainer, John Haynes.
- Founder and CEO of Linea Group, Ian Chambers.

The presentations were followed by an opportunity for the business leaders and professional in attendance to network, which allowed guests to introduce themselves, build new relationships and strengthen existing ones.

Outcome

A highly successful and well-attended event supporting learning regarding overcoming challenges and continued development.

It provided a great opportunity for knowledge transfer and network interaction, receiving great feedback from the attendees, who enjoyed the event and the concept.

"Thanks to Linea for organising the event tonight, inspiring talks from both John Haynes and Rory Underwood. I look forward to future events and investing in my personal development."

Deputy Managing Director - NHS

"I really enjoyed the event and met some fascinating people - please keep me informed of future events."

Director - Private Company