

# DELIVERING A GREAT CONFERENCE!

PROGRAMS AND TIPS FROM THE EXPERTS AT EAGLE'S FLIGHT

ference]. impact

## experience. learning. impact.

Delivering a Great Conference! is your comprehensive info guide to remarkably different conference learning experiences that spark behavioral transformations. Experiential learning sessions are the next generation of Conference Events: exciting, totally immersive, business-relevant, fun and infinitely more memorable than a speaker or entertainers.

EXPERIENCE THE IMPACT THAT WELL-DESIGNED, WELL-DELIVERED, WELL-SUPPORTED LEARNING CAN DELIVER.






















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# 13 CONFERENCE PROGRAMS

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## World Class Conference Learning Events

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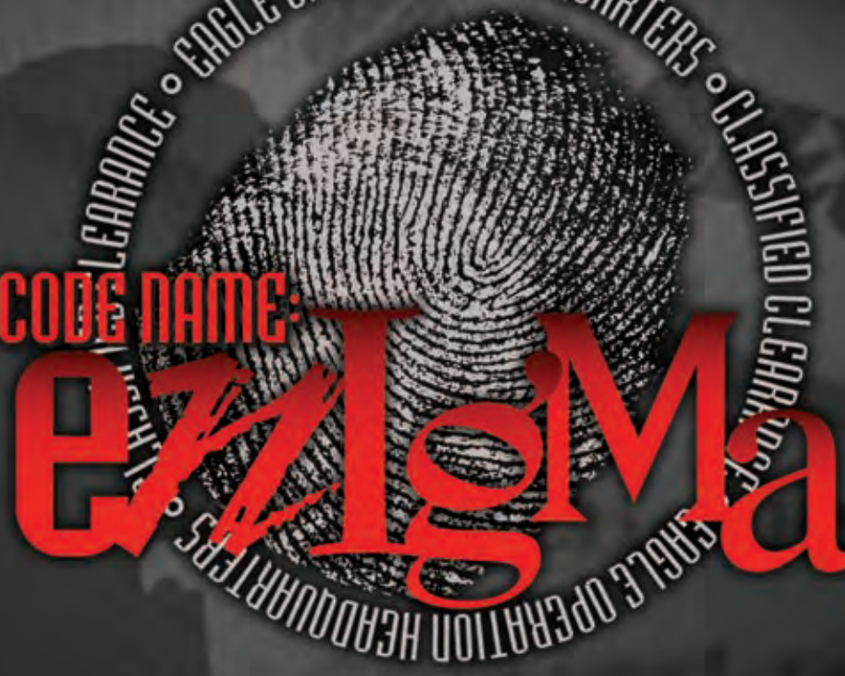
CODE NAME:

# ENIGMA




1





**GREAT TEAMS** ARE SKILLED AT COMMUNICATION, RESPECTFUL OF OTHERS' IDEAS, AND TENACIOUS IN THEIR PROBLEM SOLVING.

CODE NAME: ENIGMA IMPROVES TEAMWORK BY FOCUSING ON EACH OF THESE THREE AREAS USING CONFIGURATIONS™, THE MOLE™ AND PYRAMIDS™ TO DRIVE LEARNINGS HOME.

TIME REQUIRED: 3-4 HOURS

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# CORAL BANKS
## CONSTRUCTION COMPANY





**SEEMINGLY OVERWHELMING OBJECTIVES CAN BE REALIZED THROUGH EFFECTIVE COLLABORATION.**

**BUILDING THE BRIDGE™ DEMONSTRATES THIS, AND ENERGIZES PARTICIPANTS TO REPEAT THEIR SUCCESS BACK ON THE JOB.**

**TIME REQUIRED: 2 HOURS**

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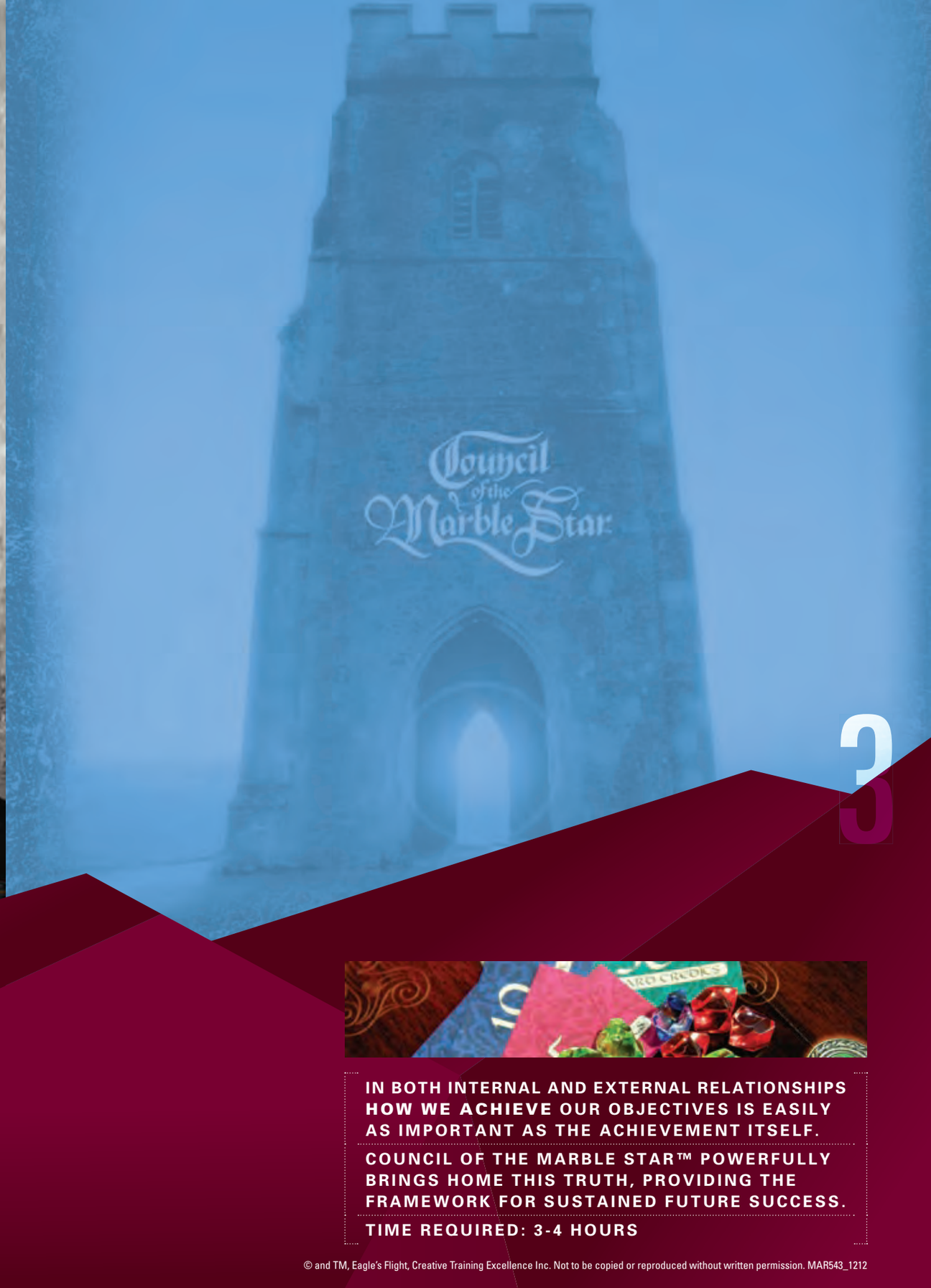
# Council of the Marble Star™



EAGLE'S FLIGHT™

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**IN BOTH INTERNAL AND EXTERNAL RELATIONSHIPS HOW WE ACHIEVE OUR OBJECTIVES IS EASILY AS IMPORTANT AS THE ACHIEVEMENT ITSELF.**

**COUNCIL OF THE MARBLE STAR™ POWERFULLY BRINGS HOME THIS TRUTH, PROVIDING THE FRAMEWORK FOR SUSTAINED FUTURE SUCCESS.**

**TIME REQUIRED: 3-4 HOURS**

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Want to see **Participants Click, Clack** and **Twang** their way to success?

EAGLE'S FLIGHT™




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**THE IMPACT OF ONE INDIVIDUAL IS FAR GREATER WHEN MANY OTHERS JOIN IN, EACH WITH THEIR OWN UNIQUE TALENTS, TO COLLABORATE ON A COMMON OUTCOME.**

**DOG CHICKEN DOG™ IS A LIGHTHEARTED ILLUSTRATION OF THE RESULTS ACHIEVED WHEN MANY DIFFERENT TALENTS COLLABORATE TOGETHER FOR A COMMON PURPOSE.**

**TIME REQUIRED: ½ HOUR**

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# EXPEDITION OUTBACK™







**KNOWING WHAT TO DO IS IMPORTANT. BEING ABLE TO DO IT CONSISTENTLY IS EVEN MORE SO.**

**EXECUTIONAL EXCELLENCE IS THE FOCUS OF EXPEDITION OUTBACK™.**

**TIME REQUIRED: 4 HOURS**

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# Gold of the Desert Kings



## LESSONS FROM THE DESERT
### Lessons for life

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**IN CHALLENGING ECONOMIC TIMES, BEING ABLE TO MAXIMIZE EVERY OPPORTUNITY IS CRUCIAL.**

**GOLD OF THE DESERT KINGS™ SHOWS YOU HOW!**

**TIME REQUIRED: 3-4 HOURS**

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# JUNGLE FIRE™

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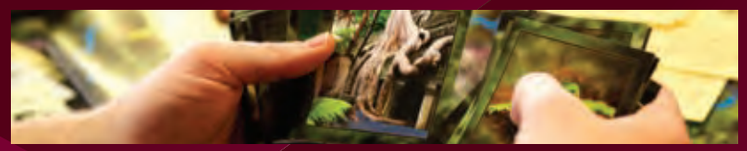

FOCUSING ON THE **RIGHT** OBJECTIVE, AND THEN WORKING AS A TEAM TO **DELIVER THAT OBJECTIVE EFFICIENTLY** IS CRUCIAL TO RAPID SUCCESS.

JUNGLE FIRE SHOWS TEAMS HOW TO CONSIDER ALTERNATIVES, SELECT THE BEST AND THEN DETERMINE THE MOST EFFECTIVE WAY TO ACHIEVE IT.

TIME REQUIRED: 2 HOURS

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# Lord DEVON'S Demise™



**POOR MEETINGS CAN DRAIN TIME, MOTIVATION AND PERFORMANCE. GREAT MEETINGS PROVIDE DIRECTION, CONSIDER VIEWPOINTS, CREATE ACTIONABLE STEPS, AND, IN THE SALES WORLD, GET RESULTS.**

**LORD DEVON'S DEMISE™ PROVIDES THE PRINCIPLES AND SUFFICIENT PRACTICE TO ENSURE TIME SPENT IN MEETINGS GENERATES MAXIMUM VALUE FOR ALL INVOLVED.**

**TIME REQUIRED: 4 HOURS**

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# MOVIES & MOGULS™

M&M STUDIOS



**ACTIVITY IS NO SUBSTITUTE FOR RESULTS; AND RESULTS THAT ARE 'GOOD' ARE NO SUBSTITUTE WHEN 'BEST' RESULTS ARE POSSIBLE.**

**MOVIES & MOGULS™ DYNAMICALLY SHOWS THE IMPACT OF GETTING THE VERY BEST FROM THE RESOURCES AVAILABLE AND HOW TO DO SO.**

**TIME REQUIRED: 1½-2 HOURS**

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UNITED LEAGUE OF NATIONS

# PROMISES PROMISES

PASSPORT

ANTICA

TOMORROW BE TRUE

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**IN THE FACE OF TODAY'S BUSINESS REALITY THERE IS NO ROOM FOR A SILO MENTALITY, OR FOR SOME TO WIN AT THE EXPENSE OF OTHERS.**

**PROMISES, PROMISES!™ SHOWS THE IMPORTANCE OF ACHIEVING BOTH INDIVIDUAL AND CORPORATE PRIORITIES, HOW TO DO SO, AND THE POWER OF WIDESPREAD COMMUNICATION.**

**TIME REQUIRED: 3-4 HOURS**

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THE TRUE ADVENTURES OF







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**KNOWING HOW TO BUILD EFFECTIVE PARTNERSHIPS,AND HAVING THE CONVICTION TO DO SO, DESPITE HURDLES, PROVIDES A SIGNIFICANT COMPETITIVE ADVANTAGE.**

**RATTLESNAKE CANYON™ BRINGS BOTH THESE PRIORITIES TO LIFE.**

**TIME REQUIRED: 4 HOURS**

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REDLINE RACING™



**PERFORMANCE IS ACCELERATED WHEN WE LEARN FROM OTHERS, FOCUS PASSIONATELY ON WINNING AND AGGRESSIVELY COURSE CORRECT WHEN NECESSARY.**

**REDLINE RACING™ BRINGS THESE TRUTHS TO LIFE AND SHOWS THEIR IMMEDIATE RELEVANCE BACK ON THE JOB.**

**TIME REQUIRED: 2 HOURS**

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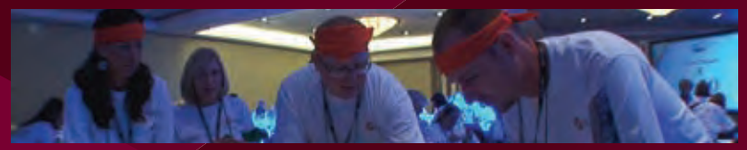
# Windjammer™

*Catching the Wind of Opportunity*



**SUCCESS IN TODAY'S HIGHLY COMPETITIVE MARKET REQUIRES CAPITALIZING ON EVERY VIABLE OPPORTUNITY, AND MISSING NONE!**

**WINDJAMMER™ SHOWS HOW TO UTILIZE AVAILABLE TIME, RESOURCES AND INFORMATION TO GET ALL THAT'S POSSIBLE.**

**TIME REQUIRED: 2-3 HOURS**

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**SECTION 2**

# 6 FACTORS FOR IMPACT

INNOVATIVE *Redefine what's possible*

*10 tips to be* MEMORABLE

*5 steps to ignite a* SPARK

*Captivate and* AMAZE *your audience*

DYNAMIC *How we ensure success*

TRANSFORMATIVE *Our clients say it best*

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# Practical. Immediate. Proven.

Profit from Eagle's Flight's experience as we share these invaluable resources, tips and ideas to dramatically increase the impact of your next conference or offsite meeting.



















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# INNOVATIVE

Always ahead of the curve, Eagle's Flight is INNOVATION in action. Our culture, programs and client partnerships redefine what's possible and deliver the most exciting, memorable, conference events your attendees have ever experienced. Redefine what's possible in conference engagement, energy and tangible business results with our innovative programs.

Depend on us for a wealth of choices–you can customize further to create very unique content–to ensure your conference sessions always offer something new. Your attendees and presenters won't want to miss these immersive experiences. And be prepared for rave reviews and demands for more conference innovation!

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# 10 TIPS *to be* MEMORABLE

How do you guarantee that your next Conference is a high-impact sensation that's remembered for years after the event? Preparation, "What If" thinking and stimulating ongoing excitement:

1. Create advance excitement with pre-conference themed teasers.

2. Ask, "What could go wrong?" after planning every detail. Draft contingency plans for likely scenarios.







3. Invite Senior Management to participate in the event in a light-hearted way, not only in their executive roles; this creates greater unity and employee engagement with leadership.

4. Capture exciting conference moments on video and in photographs with an on-call AV Team. Use the footage to create a 'highlight reel' to show to the group. Everyone enjoys seeing themselves and their colleagues on the big screen.



5. Maintain anticipation during the conference with hotel room door tags, in-room teaser drops, or static cling images on hotel room doors prior to each day's upcoming events.

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⑥. Get real-time, frequent feedback from participants during the conference with multi-voting technology.

⑦. Generate conviction, enthusiasm and engagement by featuring an experiential learning event that will complement key messages.

⑧. Amplify the impact of the conference by leveraging the power of social media prior to, during and after the event. For example, participants can post their pictures, source resources, respond to surveys, or have discussions on a conference Facebook page.

Eliminate uncertainty from your next Conference–make sure your audience gets the message and is still talking about it after they leave.



⑨. Include a personal call-to-action that will result in individual commitments to "do something differently," that is followed up by line managers back on the job.

⑩. Re-emphasize key messages by sending out a post-conference, themed and engaging reminder or summary.

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# 3 STEPS *to ignite a* SPARK

A well-executed conference can spark real, positive transformation. Follow these steps to create the change and momentum that will generate the highest business impact:

## 1. THINK LIKE AN EXECUTIVE

**Identify your strategic objectives:**

- Determine how the conference should support your business objectives
- Define what people should be doing differently back on the job
- Design your success measures for the conference

## 2. USE THE BUDGET WISELY

**Deliver the most impact per dollar spent by considering these areas:**

- The Subliminal Message: a premium resort might convey employee appreciation, whereas the local airport hotel might suit a more focused meeting
- The Practical Costs: travel, food, entertainment, etc., are typically the most flexible expenses
- The Corporate Objectives: speakers, breakouts, and learning events, are outcome-critical and should take precedence over less relevant expenses

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## 3. OPTIMIZE YOUR COMMUNICATION

**Think 'Head, Heart, Hands and Harvest:'**

- Head - Knowledge and Understanding: ensure that your message and expectations are clear to all participants
- Heart - Conviction: provide the means for participants to internalize your message
- Hands - Increase Skill: allow time for participants to develop the objective-relevant skills
- Harvest - Apply for Results: let participants test new information, learning and skills within their own business context - this 'keeps the learning alive'beyond the event!

## 4. ADD THE SIZZLE FACTOR

**Make it memorable:**

- Design an immersive environment and engaging themes - captivates participants
- Create a feeling - intensifies retention of content and message
- Appeal to the senses to engage the participant on multiple levels - extends and deepens impact

## 5. HAVE A LEARNING RETENTION STRATEGY

**Keep the learning alive with a post-conference strategy that:**

- Translates information and content into action steps
- Extends key messages beyond the event via follow-up activities
- Enlists leadership in supporting and driving the desired outcomes
- Reports progress to key conference stakeholders
- Celebrates wins and helps build momentum

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# AMAZE

Create a rich and immersive conference environment to captivate and amaze your audience. Wondering where to start? Here are just a few ideas from the Eagle's Flight playbook:

- Theme the conference to match the theme of the experience (e.g., Gold of the Desert Kings™ could have a Casablanca theme).

- Have some of your senior executives appear in costume consistent with the experience (e.g., Rattlesnake Canyon™ could have an old west, cowboy look).

- Set up an outside the conference room display that creates anticipation for the event inside (e.g., Coral Banks™ could have a South Seas Island Tourist Information Area outside the conference room).

- Circulate Eagle's Flight staff in character in the venue prior to the event. A dozen race car drivers, pit crew, referees, race timers, etc., each with their own pre-race comments makes Redline Racing™ come alive.

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# DYNAMIC

An Eagle's Flight conference engagement is a dynamic affair shaped by our years of experience in the corporate conference arena. Drawing on our collected wisdom, we overlook no detail in achieving the only objective that matters—your desired results. Here's how we ensure success:

## WE DO

AN UP-FRONT SERIES OF DISCOVERY INTERVIEWS WITHIN YOUR ORGANIZATION TO ENSURE THE DEBRIEF HITS A HOME RUN AGAINST YOUR DESIRED OUTCOMES.

## WE MANAGE

TRAFFIC FLOW SO EVERY PERSON EASILY KNOWS WHERE TO GO, AND WHO THEIR TEAMMATES ARE IN THE UPCOMING EXPERIENCE.

## WE WORK

INTIMATELY WITH THE A/V SUPPLIER TO ENSURE SOUND QUALITY IS CRYSTAL CLEAR FOR EVERY PERSON IN THE ROOM.

## WE CUSTOMIZE

THE LEARNINGS FROM THE EXPERIENTIAL LEARNING EVENT FOR OPTIMUM BACK-ON-THE-JOB RELEVANCE FOR THE PARTICIPANTS.

## WE USE

OUR OWN WORLD-CLASS TEAM OF EXPERTS TO BRING THE EXPERIENCE TO LIFE.

## WE DRIVE

LASTING IMPACT BY DELIVERING A THOROUGHLY ENGAGING AND MEMORABLE PARTICIPANT EXPERIENCE.

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# OUR CLIENTS SAY IT BEST

It is a pleasure to work with a training company that truly understands that we learn best when we are engaged and having fun. We have utilized several of Eagle's Flight's programs and all of them have been successful.

The conference was another resounding success; meaningful, fun and engaging. Eagle's Flight is professional and has the ability to make the experience specific and meaningful.

Our experience with the Eagle's Flight Training Team has been nothing short of exceptional, in content of the exercise, delivery by the facilitation team, the relevance of the message and skill building, but just as importantly, the ability to make it all fun.

When looking for an engaging and interactive conference that adds real value and direction to our business, we look no further than Eagle's Flight.

This is the first time in history that meeting participants were more interested in the program than in their afternoon golf tournament.

I have found your company and its programs to be the best way to open our conference as a way of eliminating the inter-company, inter-departmental barriers, creating a new team spirit and opening the communication.

## TRANSFORMATIVE

What sort of impact does an Eagle's Flight conference solution have on participants and stakeholders?

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# AT A GLANCE BY PROGRAM

| CONFERENCE PROGRAM | COMPETENCIES ADDRESSED | TIME |
|---|---|---|
| CODE NAME ENIGMA | ▪ DYNAMIC LISTENING<br>▪ GOAL SETTING<br>▪ TEAM DYNAMICS<br>▪ RESOURCE UTILIZATION | 3-4 HOURS |
| CORAL BANKS CONSTRUCTION COMPANY | ▪ ORGANIZATIONAL COMMUNICATION<br>▪ BREAKING DOWN SILOS<br>▪ TEAM DYNAMICS<br>▪ RESOURCE UTILIZATION | 2 HOURS |
| COUNCIL OF THE MARBLE STAR | ▪ GIVING AND RECEIVING FEEDBACK<br>▪ COMMUNICATING FOR IMPACT<br>▪ LIVING THE CULTURE<br>▪ SELLING WITH INTEGRITY | 3-4 HOURS |
| DOG CHICKEN DOG | ▪ ORGANIZATIONAL COMMUNICATION<br>▪ BREAKING DOWN SILOS<br>▪ TEAM DYNAMICS | ½ HOUR |
| EXPEDITION OUTBACK | ▪ OPTIMIZING WORKFORCE CONTRIBUTION<br>▪ DECISION MAKING<br>▪ RESOURCE UTILIZATION<br>▪ STRATEGY AND TACTICS | 4 HOURS |
| GOLD OF THE DESERT KINGS | ▪ MAXIMIZING MINDSET<br>▪ DECISION MAKING<br>▪ TIME MANAGEMENT<br>▪ GOAL SETTING<br>▪ RESOURCE UTILIZATION<br>▪ STRATEGY AND TACTICS | 3-4 HOURS |
| JUNGLE FIRE | ▪ DECISION MAKING<br>▪ GOAL SETTING<br>▪ RESOURCE UTILIZATION<br>▪ STRATEGY AND TACTICS | 2 HOURS |
| LORD DEVON'S DEMISE | ▪ OPTIMIZING WORKFORCE CONTRIBUTION<br>▪ OPTIMIZING THE SALES CALL<br>▪ DECISION MAKING<br>▪ MEETING EFFECTIVENESS | 4 HOURS |
| MOVIES AND MOGULS | ▪ COMMUNICATING FOR IMPACT<br>▪ MEETING CUSTOMER NEEDS<br>▪ QUALITY CULTURE<br>▪ RESOURCE UTILIZATION | 1½-2 HOURS |
| PROMISES PROMISES | ▪ MEETING CUSTOMER NEEDS<br>▪ LIVING THE CULTURE<br>▪ BREAKING DOWN SILOS<br>▪ QUALITY CULTURE<br>▪ TEAM DYNAMICS | 3-4 HOURS |
| RATTLESNAKE CANYON | ▪ MEETING CUSTOMER NEEDS<br>▪ BUILDING PARTNERSHIPS<br>▪ SALES PERFORMANCE<br>▪ OPTIMIZING THE SALES CALL | 4 HOURS |
| REDLINE RACING | ▪ ORGANIZATIONAL COMMUNICATION<br>▪ DECISION MAKING<br>▪ GOAL SETTING<br>▪ TEAM DYNAMICS<br>▪ STRATEGY AND TACTICS | 2 HOURS |
| WINDJAMMER | ▪ ORGANIZATIONAL COMMUNICATION<br>▪ BUILDING PARTNERSHIPS<br>▪ ANTICIPATING NEEDS<br>▪ CULTURE OF ACCOUNTABILITY<br>▪ RESOURCE UTILIZATION | 2-3 HOURS |

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# AT A GLANCE BY COMPETENCY

| COMPETENCIES ADDRESSED | CONFERENCE PROGRAM |
|---|---|
| ANTICIPATING NEEDS | Wordsmouth, Wolfe |
| BREAKING DOWN SILOS | Coral Banks, Dog Chicken Dog, Wolfe |
| BUILDING PARTNERSHIPS | Rattlesnake Canyon, Wordsmouth |
| COMMUNICATING FOR IMPACT | Council of the Marble Store, Movies Moguls |
| CULTURE OF ACCOUNTABILITY | Wordsmouth, Wolfe, Council of the Marble Store |
| DECISION MAKING/PROBLEM SOLVING | Expedition Outback, Gold of the Desert Kings, Jungle Fire, Lord Devon's Demise |
| DYNAMIC LISTENING | Code Name emIgMa, Wolfe |
| GIVING AND RECEIVING FEEDBACK | Council of the Marble Store |
| GOAL SETTING | Code Name emIgMa, Gold of the Desert Kings, Jungle Fire, Redline Racing |
| LIVING THE CULTURE | Wolfe, Council of the Marble Store |
| MAXIMIZING MINDSET | Gold of the Desert Kings, Wordsmouth, Redline Racing |

| COMPETENCIES ADDRESSED | CONFERENCE PROGRAM |
|---|---|
| MEETING CUSTOMER NEEDS | Movies Moguls, Wolfe, Rattlesnake Canyon |
| MEETING EFFECTIVENESS | Lord Devon's Demise |
| ORGANIZATIONAL COMMUNICATION | Coral Banks, Dog Chicken Dog, Redline Racing, Wordsmouth |
| OPTIMIZING THE SALES CALL | Gold of the Desert Kings, Rattlesnake Canyon, Lord Devon's Demise |
| OPTIMIZING WORKFORCE CONTRIBUTION | Expedition Outback, Lord Devon's Demise |
| PLANNING | Gold of the Desert Kings, Coral Banks, Lord Devon's Demise |
| QUALITY CULTURE | Coral Banks, Movies Moguls, Wolfe |
| RESOURCE UTILIZATION | Code Name emIgMa, Coral Banks, Expedition Outback, Gold of the Desert Kings |
| RESULTS CULTURE | Council of the Marble Store, Expedition Outback, Jungle Fire |
| SALES PERFORMANCE | Rattlesnake Canyon, Wordsmouth, Gold of the Desert Kings, Council of the Marble Store |
| SELLING WITH INTEGRITY | Council of the Marble Store, Rattlesnake Canyon |
| STRATEGY AND TACTICS | Expedition Outback, Gold of the Desert Kings, Jungle Fire, Redline Racing |
| TEAM DYNAMICS | Coral Banks, Code Name emIgMa, Redline Racing, Wolfe |
| TIME MANAGEMENT | Gold of the Desert Kings, Jungle Fire, Wordsmouth |

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# WHY EAGLE'S FLIGHT?

### A WORLD LEADER IN EXPERIENTIAL LEARNING

Eagle's Flight pioneered experiential learning in 1988 and has been the recognized leader in the field ever since.

### A RECOGNIZED LEADER IN CUSTOMIZATION

Since 1998, Eagle's Flight has been creating customized solutions explicitly tailored to the culture, values, requested 'look and feel,' and desired learning outcomes for many of the world's best known companies.

### A RESULTS-BASED SOLUTION PROVIDER

Our clients often migrate away from other training providers to a more exclusive engagement with Eagle's Flight as they realize that partnering with us is a competitive advantage.

### WORLD CLASS FACILITATORS

The rigourous solution and training process employed by Eagle's Flight in the building of our facilitation team has been repeatedly recognized as among the very best in the industry.

### A COLLABORATIVE PARTNER

Whether delivering an off-the-shelf or custom solution, Eagle's Flight's Account Management Model ensures the level of partnership and mental engagement that occurs is consistent with the client's expressed wishes.

### GLOBAL IN SCOPE

Because our content is licensed to 55 professionals in 45 countries, we are able to serve the global community with their indigenous languages, cultures and values reflected in our training programs.

### QUALITY MATERIALS AND DESIGN

Our in-house art team and print shop create and use only high quality materials to ensure participant engagement. Clients consistently rate us 'second to none' in bringing learning to life.

### STEVIE AWARD WINNER

Since 2005, Eagle's Flight has won eight Stevie Awards, including Best Product Development Team, Distinguished Honoree for Most Innovative Company of the Year in North America and Distinguished Honoree for Executive of the Year in North America.

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# ABOUT EAGLE'S FLIGHT

## WHAT WE DO

Eagle's Flight is an innovative leader in the development and delivery of practical training programs for the global business community. Through the use of experiential learning, we assist organizations of all sizes in gaining a competitive edge by significantly strengthening their workforce.

Our offering of training programs includes team and training experiences as well as leadership development and learning, all supported by our significant expertise in optimizing relevance and impact. Within each of these business segments, our point of difference remains the same – a focus on results, driven by our unique experiential approach and brought to life by our dynamic people.

Globally, our programs are offered in more than 25 languages and represented by international licensees in over 45 countries. Our worldwide team is consistently rated as exceeding client expectations, delivering more than 300 programs per month to groups ranging in size from 10 to over 2,000 participants. Our global structure also enables us to work with large multinational companies to provide them with consistent training messages and methods around the world.

## CONTACT US

Eagle's Flight has offices throughout the United States and Canada, and is represented by global licensees around the world. Within the United States, our main office is located in Minnesota. Within Canada our main office is located in Ontario.

**Global Head Office**
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Guelph, ON
CANADA N1L 0H7

**US Head Office**
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Edina, MN
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**Phone:** 1-800-567-8079
**Worldwide:** 1-519-767-1747
**Fax:** 1-519-767-2920
**Web:** www.eaglesflight.com

## SOCIAL NETWORKING

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# EAGLE'S FLIGHT™

experience. learning. impact.

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TYPICAL
**PROGRAM LENGTH:**
2-4 HOURS

TYPICAL
**GROUP SIZE:**
100-5000 PEOPLE

TYPICAL
**PARTICIPANT RESPONSE:**
*"Best part of the conference!"*

experience. [cont