

GENERATIONAL INSIGHTS

CASE STUDY



Company: Banfield Pet Hospital
 Website: Banfield.com
 Category: Generational Diversity

About the client

Founded in Portland, Ore., in 1955, Banfield is the largest general veterinary practice in the world. In 2007, Banfield joined the Mars, Inc. family of businesses, and today it is more than 880 hospitals strong in neighborhoods across the United States and Puerto Rico. More than 2,900 veterinarians at Banfield are committed to giving pets the highest quality of veterinary care. Banfield hospitals offer a full range of comprehensive medical services, computerized medical records, preventive care plans for pets and extended operating hours. Banfield Pet Hospital provides preventive care for millions of pets each year through Optimum Wellness Plans®.

“Focusing squarely on generational issues and bringing in Cam was a departure from the norm, but it paid off. The audience was truly engaged. It was refreshing to get a broad business perspective interwoven with the industry customization Cam provided. Our guests greatly appreciated the refreshing, relevant approach.”

Business need

As part of its commitment to quality veterinary care, Banfield hosts the annual, invitation-only Pet Healthcare Industry Summit, which provides industry leaders with an opportunity to discuss current issues facing the profession, network and collaborate with colleagues. In 2014, the event planning team decided to focus the Summit on generational issues—an area that would have implications for the industry and the marketplace for years to come. Banfield selected Cam Marston to deliver two keynote sessions, one focused on the workplace and one on the marketplace.

The Pet Healthcare Industry Summit posed a unique challenge—how do you prepare related content for two presentations to a multi-stakeholder audience consisting of a wide variety of business roles? Cam worked closely with the Banfield team to understand the business objectives of each session and craft distinct presentations that would build upon one another and be well received by a diverse audience. Custom research on pet healthcare trends combined with industry agnostic information and anecdotes resulted in two very engaging presentations that opened the door to highly interactive panel discussions on the same generational topics.

Insight and impact

Cam’s content comprised roughly fifty percent of the 2014 Pet Healthcare Industry Summit, making it imperative that the content was interesting, relevant and engaging. Judging by the energy of the panel discussions and the post-event surveys, the mark was met and then some. Cam received overwhelmingly positive reviews, with guests indicating that the information delivered tremendous value. He provided a combination of broad learnings and specific tips that individuals could use to make sense of the generational dynamics in their work environment. Banfield furthered the take-away value by giving a copy of Cam’s “Engage Me” pocket reference cards to each attendee. Many guests recognized the usefulness and requested extras to bring back to their peers.



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