

Meeting Openers Set Championship Tone

Sports-related elements are winning big as motivational tools for corporate events - sparking interest and enthusiasm among participants, according to the latest issue of *Incentive* magazine. *

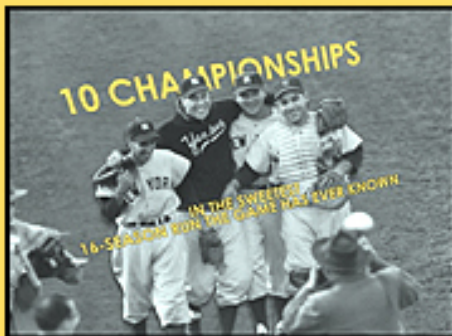
A sports-themed approach is a notably effective way to communicate a variety of concepts, including leadership, teamwork, excellence, facing challenges and overcoming obstacles. The diversity of sports - baseball, golf, racing, football, cycling, soccer, mountain climbing & hockey - to name a few - guarantees an impact on virtually any audience.

The sports angle can be particularly compelling among sales forces, says Patrick Sullivan, President of Destination Management NY. "Salespeople are competitive and high energy, and many of them follow sports seriously." *

Creative Director David Haneke of [Opening Moments Media](#) agrees that **sports-related content hits home with sales teams, also noting that** "Media is one of the most powerful means of inspiring people to achieve greater potential". He points out that video is an essential tool for connecting with a dynamic sales audience. "Video **not only sets the tone for a meeting, it also locks in a believability factor**".



Bank of America: "Sustaining Excellence"



Opening Moments Media developed a video for Bank of America's Consumer Real Estate and Insurance Services Group, featuring great sports dynasties (all time most consecutive wins) in baseball, hockey and football; teams that have maintained championship status year after year. The Opening Moments creative team scripted, researched, acquired & edited championship footage of each sports dynasty, added animation effects and audio sweetened the soundtrack. The video won a positive response from executives who attended

the leadership meeting. [View "Sustaining Excellence"](#)

Opening Moments Media is a production agency that focuses on empowering organizations to increase performance through creative media development.

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* "Get In The Game" Leo Jacobson, Incentive Magazine, Feb 08 www.incentivemag.com