



## Case Study Keeping Canon at the Forefront

# Canon

Canon Europe employs 17,000 people across 20 local country operations and sells to customers in more than 116 countries in Europe, the Middle East and Africa (EMEA). As an established global leader Canon must always be seen to be a highly professional business organisation and leader.

Canon Europe's position as an established global leader demands that levels of sales professionalism are high and must be perceived as being high.

So when Canon Europe's EMEA Project Director, Maurice Elema was asked to present to an audience of sales leaders from multiple industries gathered from all over Europe at Arsenal's Emirates Stadium in London, it was imperative that Canon shone by using the platform to cement Canon's respected global position.


We worked closely with Canon Europe's EMEA Project Director over a period of around three weeks in the build up to the London conference. Maurice captivated the audience and delivered what was certainly the strongest, most impressive presentation of the entire day.





I recently had the opportunity to speak at a sales performance conference, where more than 100 senior sales executives were attending. A really strong presentation was going to be essential ... They took my outline ideas for the presentation and created a version that was visually very impressive ... and thoroughly engaging for the audience. I experienced the engagement as extremely pleasant, helpful and insightful. A job well done!"



*Maurice Elema, EMEA Project Director, Canon*

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