

# MOVIES & MOGULS™

## THE EXPERIENCE

**M**ovies and Moguls™ places individuals in the heart of the movie industry in the role of producers and specialized agents with the goal of making as much money as possible. Producers must assemble the necessary resources to create the most effective movie possible within a specific category. They must negotiate contracts with several agents in order to secure their talent, the screenplay, the movie score, their location and the movie's special effects. As resources are committed, teams create movie posters designed to illustrate the talent they have acquired and to market their movie to the public.



EAGLE'S FLIGHT™

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## THE DETAILS

### Overview

Movies and Moguls™ is a blockbuster program, set in the movie industry and designed to highlight the impact of appropriate resource allocation. During the program, participants have an opportunity to interact with almost everyone in the room, making it a perfect way to jumpstart a conference or meeting. People quickly move into a high level of interaction, with the momentum building throughout the program and spilling over into the remainder of your conference.

### Key Learning Points

- Discover how optimal allocation of resources impacts results
- Develop skills to maximize opportunities through transactions
- Uncover ways to add value to internal and external service

### Practical Details

- 48 to over 500 participants
- 1 ½ – 2 hours per session
- Suitable for cross-functional and intact teams at all levels
- Ideal for a conference setting



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## RESULTS

- **Build**  
**productive**  
**relationships**
- **Master**  
**resource**  
**allocation**
- **Manage**  
**through**  
**change**
- **Improve**  
**customer**  
**satisfaction**
- **Achieve**  
**greater**  
**results**