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CAMPAIGN: WALMART ASSOCIATE AND SHAREHOLDERS MEETING

CLIENT: WALMART

AGENCY: LEO EVENTS

The annual Walmart Associate and Shareholders Meeting is a one-of-a-kind show in the corporate world. Combining elements of a Grammy Award-level spectacular with general sessions, it is an enormous opportunity to share future plans with thousands of Associates from around the world – as well as recognize and reward their dedication and enthusiasm for the company. In June, more than 14,000 Walmart associates gathered in Fayetteville, Arkansas for a week-long celebration – beginning with business unit meetings for U.S. Associates, International Associates, Sam’s Club Associates, Supply Chain Associates, followed by a concert night, and concluding with the Walmart Associate and Shareholders Meeting.

And for the fourth consecutive year, Walmart united with LEO Events in order to think big to fit the scope of this multi-day, multi-speaker, A-list entertainer event. Over the course of five days, LEO, alongside Walmart’s Event Solutions Team, successfully executed 8 shows and 3 concerts spread among 4 venues and 2 arenas. The action-packed week capped off with a star-studded final celebration – with the opening act featuring Associates that had won a Talent Search Contest by submitting videos involving singing, dancing, and anything in between. This allowed Associates to not only become a part of the show, but to showcase musical and other talents, and to announce the surprise guest host, Jennifer Garner. With the momentum set and energy levels high, attendees were ready for the three-hour live show.



Walmart executives then took the stage to highlight the company’s growth and achievements, giving nods to the past and a look to the future. Utilizing flying LED screens and automated scenic elements to reveal performers in between presentations, a revolving stage set led to acts by Lady Antebellum, Neon Trees, Bebe Rexha, Maren Morris, and One Republic. Leveraging the vantage from up the steep seating tiers of Bud Walton Arena, LEO even made the stage floor a video screen, incorporating the images shown on it with those behind and around the stage to truly give attendees a virtual background.



LEO was additionally tasked with incorporating an innovative technology feature for President and CEO Doug McMillon’s highly anticipated keynote. Themes of change, innovation, and problem solving served as the compass for the remarks and to counteract new technology being featured in stores, (and help tell the main theme of the keynote), augmented reality moments were integrated throughout. First, an antique biplane flew over the audience as the history of the Wright Brothers was brought to life. Attendees then saw McMillon stand in front of the first Walmart Retail store, enter a kitchen that was stocked with groceries in real-time, and interact with a spinning globe floating in front of him.

LEO understands impact and aimed for creating an experience that was both fully immersive and reflective of Walmart’s brand – and it was clear from the high-energy and enthusiasm from the audience that expectations were met.