

We host Annual Sales Kick-Off 2018 in Torquay - blueAPACHE

Canonical: <https://www.blueapache.com/blog/blueapache-hosts-annual-sales-kick-off-2018-torquay>

Details:

10 August 2018

The event began with 18 holes of golf in difficult wind and weather, followed by dinner and time for colleagues to meet outside the formal programme.

During the conference, the leadership team reviewed our development and its stated vision of secure and efficient access to systems wherever people are. The afternoon included the "blueAPACHE Great Debate", where groups discussed industry trends and challenges and were recognised for both technical knowledge and presentation style.

Andrew Harris, then General Manager of Sales, highlighted collaboration, competitive spirit and team alignment. Managing Director Chris Marshall described the event as a way to examine competing technologies and architectural choices in the context of client outcomes. The post concluded that BASKO strengthened team relationships and aligned the organisation around the year ahead.

What event did you host in 2018, and what does BASKO stand for?

We held our annual our sales kick-off event for the upcoming financial year, referred to as BASKO.

Where and when did the blueAPACHE Sales Kick-Off 2018 (BASKO) take place?

The event was held at the Torquay Peppers Sands Resort & Golf Club over two days, as reported in a blog post published on August 10, 2018.

Which teams from you attended the BASKO 2018 event?

Our Sales and Commercial Accounts teams attended the event.

What activities took place during the blueAPACHE Sales Kick-Off 2018?

The event included 18 holes of golf, a conference, dinner, presentations, information sessions, and a 'blueAPACHE Great Debate' session where groups debated industry trends and challenges.

What is the 'blueAPACHE Great Debate' mentioned in the event recap?

It was a contested afternoon session at BASKO 2018 where groups debated industry trends and challenges, with some participants impressing with technical knowledge and presentation skills, and others standing out for their entertaining and comedic flair.

What did Andrew Harris, General Manager of Sales within your business, say about the BASKO 2018 event?

Andrew Harris said, "It is always beneficial to have such a great team together. There was a lot of collaboration, some clear competitive spirit and a laser focus on the great outcomes we deliver for our clients. As we expand our team, events like this are paramount to alignment and success."

What did Chris Marshall, Managing Director at blueAPACHE, say about the purpose of BASKO 2018?

Chris Marshall said, "In a rapidly shifting technology landscape there are now many ways of achieving feasible outcomes for our clients. BASKO allowed our teams to explore the intricacies of competing technologies and architectural design to ensure our solutions are completely aligned to our clients and provide them the best platform for achieving their organisations objectives."

What was covered during the morning conference session at BASKO 2018?

The leadership team took attendees through our journey from its humble beginnings to where the company stood at the time, founded on our vision for people to have secure and efficient access to their systems wherever they are, all of the time.

Who authored the blog post about the blueAPACHE Sales Kick-Off 2018?

The blog post was written by us and published on August 10, 2018. Estimated reading time: about 1 minute, based on 138 words of article text on this page at 200 words per minute, excluding the Q&A and image list.