



"We are so excited about our new Executive Briefing Center. Our upper management just loves the new layout and design and can't wait to share it with our visitors."

Client: Sprint

Category: Executive Briefing Center

Location: San Mateo, CA

Challenge: Redesign and remodel the existing briefing center to update the look and feel of the space and to incorporate a single room that could accommodate both briefing and training activities. Collaboration with other vendors and the presence of other businesses in the multi-story building required strict timelines and time management.

Solution: Sparks designed a beautiful new interior for the Executive Briefing Center that enhanced the Sprint brand through logo positioning, furniture selection, new wall panels, additional windows and custom AV systems. Within the briefing center a combination training and briefing area was constructed that could convert quickly from one function to the other. Sparks custom designed a V-shaped conference table that a speaker could walk within during briefing seminars, but could then be brought together to create a space suitable for Sprint's training needs. To enhance privacy, Sparks also incorporated sound proofing into the redesign.

Performance: Sparks effectively collaborated with all contractors involved to deliver the Executive Briefing center on time and within budget. Sprint saw an increase in briefing opportunities and traffic upon opening the center.



Driving Brand Performance.™

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