

Company: Partner.Co, Midvale, UT USA

Company Description: Partner.Co is a partnership of better-for-you brands that pays independent entrepreneurs to help people achieve a lifestyle, body and business they love. We believe in a true partnership where we prioritize our Brand Partners' success, knowing if we serve them well, our mutual success is guaranteed.

Nomination Category: Event Categories

Nomination Sub Category: Corporate & Community - Partner Engagement Event

Nomination Title: PXP'24 | The Partner.Co Experience

1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 507 words used.

Genesis and Strategic Goals

In 2024, Partner.Co launched its second annual PXP | The Partner.Co Experience, expanding from two to four global events held in Macau, Orlando, Milan, and Tokyo. Each event sold out, collectively attracting over 8,000 attendees and marking a significant milestone in the company's growth and community engagement.

PXP was conceived to unite Brand Partners worldwide and foster a sense of community and shared purpose. The strategic goals behind the event were clear: motivate existing Brand Partners, generate product sales, and attract new enrollments. The leadership team aimed to create an immersive experience that celebrated achievements, introduced new products, and reinforced the company's commitment to its partners.

Development and Execution

The planning of PXP'24 was a collaborative effort involving meticulous coordination across regions. Each event was tailored to resonate with local cultures while maintaining a cohesive global theme. In Orlando, the event featured the launch of Partner.Co Share™, empowering Brand Partners with tools to grow their businesses. In Milan, the "Platinum Party" theme celebrated luxury and style, while Tokyo's event marked the official launch of Partner.Co in Japan, uniting Brand Partners under a unified mission.

Results and Impact

PXP'24 was a resounding success. The events led to the successful launch of new products, including Co.Lab™ Sugar Stop, Co.Lab™ Day and Night Drops, Renew, and TeMana Skin Care, all of which sold out in their respective markets. The recognition segments highlighted the achievements of Brand Partners, fostering a culture of appreciation and motivation.

Reflecting on the impact of the event, Michele McCay, a North American Brand Partner, described PXP'24 as "revolutionary," stating, *"PXP is the embodiment of everything Partner.Co. It shows that we are truly creating a revolution in life-changing health and wealth for countless people around the world."*

Another leader, July Darbon from Milan, emphasized the importance of recognition at PXP: *"We can move mountains when we work for and with each other. Partner.Co shows this during recognition by not only highlighting leaders but entire teams. That kind of attention is what will propel us to the top."*

In Macau, Lin Shuyuan, a top leader in China, expressed her admiration for the product runway segment, which showcased the transformations of Brand Partners: *"The product runway segment, where Brand Partners who had transformations shared their 'Before' and 'After' photos, was particularly poignant. It was incredible to see how Partner.Co's products have impacted people's health for the better."*

The leadership team's direct involvement in each event, including the personal stories of Founders Darren Zobrist and John Wadsworth, also left a lasting impact. Shinya Kada, a Brand Partner from Japan, noted, *"To hear their passion and conviction for Partner.Co was exhilarating. It makes me proud to be part of such an organization."*

PXP'24 was a celebration of success, community, and growth. The immersive experiences, product launches, and recognition segments served to elevate the global Partner.Co network, while also setting a new standard for community engagement in the direct selling industry.

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:
3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:
 Essay of up to 525 words
 Video of up to 5 minutes in length
4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

Attachments/Videos/Links:

[PXP'24 | The Partner.Co Experience](#)



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