

Case Study: Conference

Location: all over the UK

Client Type	Pharmaceutical
Event	Sales Force re-organisation road show
Requirements	<p>A series of one day conferences, in seven disparate locations around the UK, over a period of seven consecutive days, was requested.</p> <p>Full AV production with back projected set would be required in each venue.</p> <p>Full delegate management would be required.</p> <p>Accommodation and dinners for the lead client team would be necessary in each location.</p> <p>Organisation and distribution of multi-disciplinary meeting materials would need to be managed and distributed.</p> <p>Catering, signage, transfers, badging, welcome packs would all be required.</p>
Solution	<p>Six, four star hotels were sourced in the following cities: Edinburgh, Liverpool, Warwick, Cambridge, London and Swindon.</p> <p>The sixth and final venue being the client's flagship headquarters in Surrey.</p> <p>Due to strict the time constraints of the road show (with much time spent on the road travelling between venues) a bespoke stage set was created. This had to fit into each of the venues; and be quick to set-up and break-down. A cost effective and professional solution was delivered, ensuring that the same look and feel was achieved for each conference.</p> <p>Attending each conference were various 'tranches' of the sales force, requiring various combinations of a vast array of meetings materials. This required a keen eye for detail when creating the delegate packs. Due to the complexity of the sales force re-shuffle, the client could not provide meeting materials more than 24hrs in advance of each meeting. These were then sent ahead to each venue, for collating and allocating on site.</p> <p>Once each conference was underway, we split the team in order to 'advance' the next venue. This meant we could be effective in two places at once - running one conference, whilst simultaneously undertaking all pre-conference checks and preparations in another. This included posting signage, setting-up registration and catering areas, checking client accommodation, delivering gifts and organizing deliveries in advance of the client team and crew arrivals.</p> <p>The production team also split into two: one group setting-up through the night, then sleeping in the day (taking advantage of late check-out times); whilst the other group went to bed early, to be fresh to run the show the next day. Both teams would breakdown the set and travel together.</p>
Result	<p>"This was a complicated 'roll-out' and 're-shuffle' for everybody concerned... the professionalism of your team was invaluable in creating just the right image, and making the whole process smooth and painless. Well done and thank you."</p>