



## Supplier Conference

### Brief

- >> To enable the client to re-engage with their supplier base, communicate strategic direction and future plans and push forward relationships.
- >> The overall theme for the event was 'Customer Focused, Performance Driven'
- >> Reflecting the brand values of green, innovation, performance & progressive.

### Venue

- >> The Concept Centre at Millbrook
  - >> Centrally located with good motorway access
  - >> Clean space with a contemporary look and feel

**Audience Size – 180 delegates**

### Solution

- >> Consistent design across all elements from Set and Stage to the colour of the flowers
- >> Invites, delegate packs and badges were made from recycled polypropylene in line with the 'green' brand value
- >> Noodle bar lunch with branded noodle boxes
- >> Light refreshments were via a fully functioning, purpose built branded coffee bar serving tea, freshly ground coffee and pastries.
- >> Strong and very deliberate use of the brand & brand colour pallet was used
- >> Main presentation stage, featuring an asymmetric set design
- >> 26' x 10' single back projection screen.
- >> Innovative use of Barco's Viewscape Projection and Control System
- >> Simultaneous display and movement of multiple inputs including PowerPoint graphics, live camera feed, video playback and matted graphic background.
- >> LED based lighting rig to enable both immediate colour changes and movement

### Results

The feedback from the event have been excellent with it's goals achieved & more since the business had also been able to develop relationships further with suppliers who are now not only committed to working with them in their commercial endeavours but has also allowed more subtle 'working together' to take place.

“ **THANK YOU ALL SO MUCH FOR YOUR INPUT** ”  
to the event last week, you guys were instrumental in making the event work and I have only heard good feedback so far so thank you!

