

CASE STUDY

Customer Event Development

The client

Market-leading UK trade-counter business

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Andy is a highly capable and experienced business development professional. His lateral thinking skills are a real strength and enable him to analyse situations both thoroughly and creatively. He uses his engaging style, coupled with great enthusiasm and drive, to bring functions together to deliver strong results for our business. We are very proud of this event and excited about how it can evolve and grow in years to come.

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FORMER CEO

The challenge

- Business had identified scope to develop a ‘showcase’ customer event
- Without a retail ‘store’ presence product ranges only presented to customers via online and catalogue
- Business had no experience of organising major customer shows
- Event to breakeven financially

Our solution

Provide energetic leadership of a cross-functional project team, motivating and challenging along the way

- Implement programme management disciplines matched to the business culture
- Source and manage contracts and relationships with key external partners inc event venue
- Develop budgeting and cost-control disciplines to ensure event is delivered on budget
- Deliver regular progress updates to Exec Board

The result

- We continue to manage this event which is now in its 8th year
- Over 19,000 visitors attended in 2019 with over 160 brands exhibiting across 12,000 sq.m