

in2events




TOSHIBA

Campaign / Channel Event 2011
Location / The Grove, Hertfordshire
Size / Over 500 people

BRIEF

Toshiba approached In 2 Events to come up with a plan of attack to deliver another successful Channel Event. The brief was of course met with our usual openness and enthusiasm but we knew it wasn't going to be easy! The event was to run over a week and needed to feel exclusive to Toshiba yet accommodate over 500 people and cater for a number of product display areas and a main conference room.

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www.in2events.co.uk
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SOLUTION

In 2 Events first of all had to source a venue that was going to accommodate this event and we found this in The Grove, Hertfordshire. The venue complimented the event and would be able to work with all the requirements thrown at us from our client. Over the week, In 2 Events co-ordinated everything for this event including the pre-event telemarketing, event registration and audio visual services which included a wide format LED wall screen. We also provided purpose built display units for our client's five display areas and these allowed the products to be the main focus within their own zones. The event also saw three nights of eating and drinking and this was to include celebrity guest acts including Al Murray and Derren Brown.

RESULT

Toshiba reached and communicated with over 500 people face to face during the event and showcased some of the latest technology from around the world to buyers, customers and press.



*I want to thank you again for your hard work and effort in making The Grove event such a **success** on both the education / corporate day and the B2B reseller day.*

*Feedback from customers and resellers alike has been **positive** with particular comment on the organisation, the hotel, the entertainment and your good humour in the face of constantly changing requests. In fact, at the Education Ambassadors meeting, one attendee actually stood up at their summary meeting to thank Len and all of us for making the event so **informative**, enjoyable and **well organised**.*

B2B Marketing Manager



In 2 Events have teamed up with OxTreeGen to plant trees in the UK to mitigate the effect of all our activities, and to create **In 2 The Woods** – our very own woodland.

We are funding 50% of the cost of making your event carbon neutral, and ask for you to do the same.

in2thewoods
making the environment our business

CORPORATE EVENTS MANAGEMENT

All exhibition and event services offered are unique, like every one of our dedicated team members, ensuring that you have a personal and bespoke approach to your event requirement. Organising an event or conference can be a time consuming and stressful process. So why not let In 2 Events take the pressure for you?

Whether you're planning an award show, product launch, team building event or exhibition, In 2 Events can provide everything you need to run a successful event – from conception and design to staffing, logistics, equipment hire and installation.

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