

# in2events



## TOSHIBA

**Campaign /** Technology Company National Sales Meeting

**Location /** Millennium Cotswolds Hotel

**Size /** 150 people


### → BRIEF

Toshiba Information Systems, a world leader in high technology, contacted In 2 Events to help organise their National Sales Meeting, a two day event for 150 UK based staff. Toshiba needed a venue that would be easily assessable and provide an exclusive feel for their event.

The NSM would include daytime

conferences plus a gala dinner on the final evening. Audio Visual services would be required throughout, and the room would need to be themed and dressed for the evening. A running theme was also required to be run throughout the entire event. On site event management would be required throughout.

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## SOLUTION

In 2 Events conducted a venue find free of charge and after several suggestions it was finally decided that the Millennium Cotswolds Hotel was a perfect setting for the event. The venue met all the requirements and provided the exclusive feel that Toshiba required, whilst providing enough bedrooms to accommodate all guests under one roof.

In 2 Events organised all and implemented the complete 'look and feel' for this event. To maximise the space in the room, the set and stage was custom built to fit within a restricted area, allowing the guests to be seated comfortably, this was kept relatively simple and in line with all Toshiba branding. The theme for the event was supported by generic venue branding and support screens were used to give additional information of the day's activities. For some extra touches a number of lighting techniques were used to accentuate the set and room, including roaming Toshiba logos and LED lighting around the set.

After the daytime conference was finished the In 2 Events team got to work transforming the meeting room for the evening event. After adding some linens, centre pieces, a dance floor, DJ booth and extra lighting the room was complete. The team certainly got their exercise tying 150 chair bows!



## RESULT

Another great event went ahead and a clear, focussed message was delivered to the entire sales team within five hours. All with the help of the In 2 Events team.

*“In 2 Events was on hand throughout the event to make sure everything went smoothly and to plan.”*

PA to Managing Director  
Toshiba



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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