

in2events



TOSHIBA

Campaign / Technology Company Partner Summit Event

Location / The Grove Hotel, Hertfordshire


Duration / 3 days

→ BRIEF

After taking part in an agency selection process, In 2 Events were appointed by Toshiba to deliver their Partner Summit Event in February 2010. This event was going to be greater than any that had run before and was an opportunity for Toshiba to showcase their new range of products, including LCD TV's, DVDs and laptops. The event was planned

to run over three days with a different audience attending each day; the B2B partners, the press and the B2C partners. The relationship with partners and press is vital to increasing product sales so the Partner Summit was an important event in the marketing calendar.

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www.in2events.co.uk
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SOLUTION

For an event of this size getting the right venue was essential. After an extensive search The Grove Hotel in Hertfordshire was selected. The venue would be able to accommodate the main event as well as all of the product zones around the main meeting room.

The event started with a morning presentation followed by guided tours of all the product zones. The room was turned around each night for the dinner and entertainment. The evening entertainment started with a football themed quiz followed by Jason Manford over two days and then the final day was hosted by Alistair McGowan. A five piece band played into the early hours of the morning to complete each day's events.



*In 2 Events played a pivotal part in the success of our Partner Summit Event. They clearly understood our requirements and their **dedication** and **enthusiasm** is second to none. I would have no hesitation in recommending their services and would like to thank them for all their hard work and commitment on this project.*

Marketing 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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