

Success story

Maximising employee engagement and brand exposure



2,000 delegates, a company conference, Christmas clothing launch, fashion show and building an entire shop floor - all in a day's work!

2000

2,000 delegates attended the event



Savings against initial rates offered.

F&F aims to be Britain's leading affordable fashion retailer. It was crucial, therefore, that the brand delivered a powerful end of year conference and Christmas product launch to its UK, Ireland and central Europe based employees.

Historically, this annual event was managed in-house by the F&F team. Recognising the importance of the event and the value it brings to its employees, the F&F team requested event management expertise to help bring its brand and values to life, and support the launch of an entirely new clothing line.

To create an engaging and inspiring conference and meet the event objectives, the following needed to happen:

- Finding a suitable venue to accommodate 2,000 delegates and a full-size replica retail store environment.
- Build of the replica store and fashion show catwalk to showcase the new product line.
- Integration of an award ceremony, clothing launch and fashion show.

- Development of a bespoke event website with delegate registration and management function.
- End-to-end management of event logistics, including event set-up/break-down, on-site registration, catering and health and safety.

The build up

ExCel London could offer the flexible space required to build a stage for the presenters, a cat walk for the fashion show and a separate break-out area for the full size store.

"Once we confirmed the venue, we managed all contractual negotiations on behalf of F&F and began liaising with their third-party suppliers on the event project planning.

"A fully branded website was created, allowing delegates to register for the event and a dedicated team was on hand to respond to any enquiries."

Event Director,
Capita Travel and Events

Project planning

Working collaboratively with the F&F operational team, the solution was split into three phases....

1. Communication

Event messages had to be clearly and concisely communicated, allowing store managers to know and understand the latest products and services.

2. Education

Employees needed to fully understand their individual role in the brand's follow-up processes after the launch.

3. Enthusiasm

Excitement was the name of the game - to inspire action that would promote the products to achieve sales targets.

On the day

"The relationship between third party suppliers is important to any event. We understand that we must work as one team to deliver a successful event.

"On this occasion, the suppliers extended to the agents and make-up artists ensuring F&F ambassador and TV presenter Davina McCall, and all models for the fashion show, were fully supported."

Event Director,
Capita Travel and Events

Outstanding results

Through strong relationships and effective negotiations with suppliers, a 32% cost saving was achieved for F&F across the entire project, without compromising on quality.

By using a team of dedicated professionals, the pain and pressure was removed from the customer. Event managers were on hand around the clock - at the event, and throughout the entire pre-planning and preparation phases.

Important opinion

"Our team isn't used to organising events. We do one per year so we forget everything we've done by the time we come to do it again.

"The Capita event team guided us through the process, and their knowledge and expertise, coupled with a proactive approach, means that this event was seamless."

Store Operations Manager,
UK and Europe, **F&F**

You can see the event in action by [watching the video](#) on Capita Travel and Events' website.

Highlights

- A full scale product launch event for 2,000 employees.
- Bringing the customer's brand and values to life.
- Sourcing of a suitable venue to accommodate all delegates, a full-size replica store and a fashion catwalk.
- Development of a fully branded event website with delegate registration.
- Management of end-to-end logistics and third party suppliers.
- A 32% cost saving was achieved across the entire project, without compromising on quality.

"The guys from Capita have been amazingly helpful, not only at the event but during the entire process."

Store Operations Manager, UK and Europe, F&F

If you'd like to know more, get in touch with a member of the team:

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