

Success story

Bringing the commercial motor industry to life

ROAD TRANSPORT MEDIA
magazines/websites/events/data



Engaging with leading specialists in the commercial motor industry to provide a platform to showcase new products and services.



Exhibitors signed up to the event.



Increase in attendees; from 700 in the first year, to 1,560 in the second.

The event concept

Road Transport Media was looking for an experienced partner to run a critical and influential two-day event on its behalf, for two consecutive years; Commercial Motor Live.

The aim of the event was to provide commercial motor sector businesses with an opportunity to showcase new products and services. The event had to include facilities for delegates that included members of the general public to; view product and service demonstrations, catch experts discussing the industry's latest technology, and test-drive the latest trucks.

The attendee list included some of the industry's most influential and prominent professionals. So for Road Transport Media, hosting an outstanding event was essential.

Bringing together leading industry experts

Road Transport Media needed an event management solution that could make the most challenging aspects of Commercial Motor Live simple and manageable.

The scale and the importance of the event, enhanced by the involvement of numerous industry associations, required experienced event experts.

Managing the registration and attendance for exhibitors and all other attendees, demanded a keen eye and a healthy dose of communication.

Commercial Motor Live is a highly anticipated industry event, so Road Transport Media's aim was to make sure everyone involved could benefit from it.

The event solution

"We were appointed to provide solutions to Road Transport Media's scale and logistical challenges, while ensuring the prominent event was a success for attendees, exhibitors and our customer.

"As the main point of contact for all stakeholders and delegates, we knew that effective communication was critical. We liaised with the PR teams of attendees and exhibitors to ensure they all registered early, enabling us to efficiently manage numbers.

"Establishing a clear and strategic layout was also important to promote fluid attendee traffic and ensure problem-free accessibility to all exhibitor areas."

Event Director,
Capita Travel and Events

With this in mind, the event space was designed to be split into the following layout:

- **Concept 2 Area:** Set up for attendees register and collect information packs, including bespoke event 'passports'.
- **Concept 1 Area:** Set up as main exhibition hall.
- **The Steering Pad Area:** Set up for largest exhibitors' truck displays and food vans, encouraging attendees to engage directly with manufacturers.

3D visuals of the site were also designed to help all attendees and exhibitors visualise and navigate the vast site layout.

Proven success

Executing a successful event produced over double the number of attendees year-on-year. Attendee numbers grew from 700 in the first year to 1,560 in the second, with over 40 exhibitors signed up to each event.

The results speak for themselves, but by using a combination of expert knowledge, creative problem solving and specialist skills, Capita Travel and Events helped Road Transport Media to promote Commercial Motor Live as an industry leading event.

For more information on the event and key deliverables, view the video on the Capita Travel and Events website.

Highlights

- Delivery of a two-day commercial motor exhibition, showcasing new products and services to industry leading experts.
- In-house expertise created 3D visuals of the event site, providing delegates with a clear overview of the event layout.
- Provision of full event management solution, including full delegate management of exhibitors and general public.

"The team understood our vision of what we wanted to achieve. With their broad range of experience and good people, they helped us with all the details to make the event a success. "

Managing Director, Road Transport Media

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

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