

Success story

Six prime locations - one key message



Communicating a company's story and vision for the future by engaging employees through a series of roadshows.



Delegates rated 'registration process and logistics' as excellent or above average



A series of six roadshows in prime locations across the UK

Following a company restructure, an executive team wanted to run a series of roadshows to inspire employees and communicate its story, vision and objectives.

On the back of the event's success, the company decided to repeat a full set of roadshows the following year.

Sourcing the right venues

"The customer's business is primarily contact centre based. Due to the nature of that business, our main challenge was to organise a series of events close to each of its offices. This would ensure that employees were not away from their desks for any longer than necessary.

"It was important to ensure that the venues selected for each event were within a five-minute walking distance from each office location. This would allow time for each employee to attend one of two sessions, with time for a lunch break for speakers a refresh of the room set up."

Event Director,
Capita Travel and Events

In addition to the venue find, full production and set design was required for each venue, and support was given to speakers to ensure content was engaging, interactive and memorable.

Project planning

Following a series of site inspections to each of the office locations suitable venues were proposed. These took into account the size of the audience, flexibility of numbers and room layout, location and logistics.

The roadshow covered six locations within a three-week period, overcoming challenges related to the executive team's diaries. As Mondays are generally the company's busiest day, this was taken into account in the planning.

To ensure the site was private and not accessible in the public domain, a bespoke website for the event was developed which would only allow computers with a pre-approved IP address.

Delegate engagement

During the event an interactive programme was set up in which delegates used mobile technology to post questions on an interactive wall. One session was dedicated to answering these questions and any left unanswered were followed up in the post-event content section of the event website.

Ensuring success

“Working closely with the production team, our project team was able to pull together content that created the executive team’s vision.”

“A dress rehearsal with full set design and production took place in an empty warehouse to ensure the event was launched smoothly. This worked in the speakers’ favour as it provided enough time for significant changes to be made.”

Event Director,
Capita Travel and Events

The first roadshow venue played the host to one final run through the day before launch, so that was confident and ready, ensuring a seamless approach.

Mobile technology was also used to survey delegates on all aspects of their event feedback. 83.5% of delegates rated the event’s registration and logistics as above average or excellent.

Unforeseen challenges

Contingencies were factored in with venues; this followed last-minute rescheduling of roadshows during the first year’s roadshows when external circumstances led to contact centres being inundated.

Strong supplier relationships meant that the event was rescheduled in the same venues without additional charges.

Important opinion

“We’ve built a great working relationship with this being the second year we’ve worked with Capita on our roadshows. They were able to anticipate our needs, add value to our brief and negotiate our overall third-party costs.”

Internal Communications

Highlights

- A series of six roadshows to inspire employees and communicate a company’s story, vision and objectives.
- The event’s success prompted the company to repeat the roadshows the following year.
- Venues were selected after site visits, considering audience size, flexibility, and proximity to each office.
- Full production, design and speaker support provided for each venue.
- An interactive programme allowed delegates to post questions and give feedback throughout the event.
- Full rehearsals organised to allow time for last minute changes.
- Good relationships with suppliers allowed flexibility with any last minute changes.

“Capita Travel and Events played a pivotal role in helping us to scope and successfully deliver our business roadshow.”

Internal Communications

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

 0330 390 0340

 travevents@capita.co.uk

 capitatravevents.co.uk

 @CapTravelEvents

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www.capita.co.uk Registered office: 17 Rochester Row, London, SW1P 1QT.

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