

Case Study

Worcestershire BetaDen November Showcase

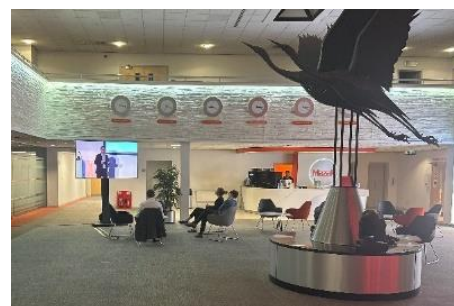
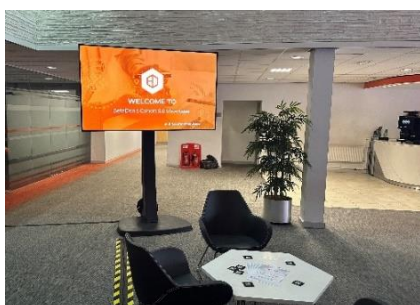
Event: Worcestershire BetaDen November Showcase

Audience: 60/70 delegates

Venue: Yamazaki Mazak UK Ltd - Worcester



For the second time in 2022 Worcestershire BetaDen turned to Mercian Events Ltd to assist in another important event for seven early stage businesses to showcase their innovations in front of an audience of development partners, customers and investors held at the impressive Mazak European Head Quarters in Worcester. Worcestershire BetaDen is the County's technology accelerator and was recently named the Best in the UK.



The previous Showcase we handled for this client, due to Covid Restrictions, was a Hybrid event, fortunately this time we were able to proceed with a face to face event. Apart from handling most of the key elements such as filming the complete showcase and producing one pre-recorded video for one of the participants we supplied large flat screen monitors and effect lighting and display panels for an exhibition area. We also provided the total management of the event for example catering, venue arrangements, parking, content development, registration, communications, budget, project meetings, presentation training and rehearsals.

Key Elements:

- Event Management.
- Live and pre-event video production.
- Display Panels.
- Presenter training and support
- Installation and on-site technical support
- Pre-event planning.

For further information on the event contact:

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