

Case Study: 'Two into One does go!'

Event: Harris and i2 Conference**Audience: 200 delegates****Time Scale: DeVere Beaumont Hotel Windsor**

It's not every day we do back-to-back conferences for two companies within a single group. Earlier this year we were approached by a top conference agency to submit a proposal for two events being held over three days at a luxury four-star hotel in Windsor. It so transpired that the outcome of doing such an event proved to be both economic and practical for the two companies involved. As the event contractor it made a lot of sense to us as well. Although the format and requirements for each conference differed the utilisation of AV equipment and technicians over the three days was maximized and made a significant difference in the cost to that of having two conferences held days or weeks apart.



In order to save costs for our client, we utilised the in-house facilities of the hotel where ever possible, including both their projection system and screens. We provided a dedicated sound system for each event together with staging and conference sets branded to both companies. Our client sourced and had installed a number of games machines in an adjacent room purely for delegates to amuse themselves during their evening entertainment.

Key Elements:

- Two company conferences over three days
- We used the same technicians for both events
- Utilised where possible on-site equipment
- Maximized cost savings wherever possible
- Branded conference sets for each event
- Worked with agency to keep within budget.

For further information on this event, contact:
Mercian Events – Ben McCaffery Director of Events – Tel 01905 726665