



## Destination Management Case Study

<b>Event Type</b>	International Product Launch
<b>Industry Type</b>	IT
<b>Numbers</b>	150
<b>Location</b>	The Waldorf Hotel and Madame Tussauds

### Client Feedback

*"A big thank you to you all for our pre-BETT event. We were very pleased and it is always a real pleasure to see you and work with you!"*

*"Thank you again for everything, it's always a pleasure working with you."*

*"Thanks again to you and the team - the event was a great success all the feedback has been very positive."*

### The Brief

The client exhibits at BETT; a large education sector electronics exhibition. The Paris based client wanted to invite international visitors (from over 15 different countries) to London to see a preview of their products and sample the hospitality of London before attending the event at Olympia.

### Our Solution

A traditional and well located hotel, The Waldorf, was chosen as the base for the presentation, product displays and accommodation. Guests arrived in small groups at airports and St Pancras and were met by hostesses and transferred to the hotel. Our welcome desk staff greeted all guests with a detailed and personalised itinerary including travel arrangements for the return journey, badges and gift; an umbrella for the seasonal London weather! Simultaneous translation was available in five languages. For the dinner, guests were transferred in London Routemaster buses to Madame Tussauds. Take home mementoes included photographs printed on site of guests with the waxwork models.

### Return on Investment

A very positive and well received event which reinforced our clients' position in the education electronics market.

