

Case Study Event

Live Communications
The Platts London
Oil Forum

Company

Platts - A global provider
of energy & commodities
information

Numbers

600

Location

Mayfair Hotel, London.

What they said

“ I just wanted to say a massive
thank you to you all for making yesterday
absolutely stress free and managing
everything from the program to the
actual events with total class. ”



The Brief

- Create an agenda-setting event during International Petroleum Week (IP Week) appealing to an international audience of traders, risk managers and analysts
- Position Platts as a thought leader
- Inspire delegates to subscribe to Platts' news service

Our Solution

A high profile industry event showcasing the company's depth of knowledge and providing ample opportunity to network with potential and existing subscribers

- **A Central Venue:** The Ultimate Event Company chose The Mayfair Hotel in the heart of IP Week territory to host the forum and ensure maximum turn out at this morning event
- **Streamlining Attendance:** We also managed all online registration and confirmation telephone calls
- **Showcasing Expert Knowledge:** A plenary session on the Global Outlook for Oil followed by three different break-out sessions on Crude Markets, Oil News and Product Markets and then a speaker Q&A, allowed Platts' editors to demonstrate their in-depth knowledge and specialisms
- **Sharing Insight:** All presentations were made available through a variety of platforms including Blackberry, iPhone and Android devices allowing delegates instantaneous and easy access to all new information
- **Engaging the Audience:** Delegates could give feedback on presentations via an 'interactive audience response kit' and via the @PlattsOil twitter feed
- **Relationship Building:** Throughout the event, Platts' staff and experts mixed with delegates during the formal networking session, starting with the welcome breakfast
- **Remaining Front of Mind:** Every delegate received a Platts' branded USB stick containing the presentations and a branded note book
- **Analytics:** We collated all event feedback forms and produced a summary report

Return on Investment

- **Increasing Attendance:** The Ultimate Event Company first began managing Platts London Oil Forum in 2009. Since then delegate numbers have more than doubled from 200 to 600, making it one of IP Week's most popular events and a partnership of which we are very proud.
- **Establishing Thought Leadership:** Delegates scored all speakers highly in terms of their depth of knowledge and experience.
- **Conversions:** The event exceeded the target for new subscription sign-ups.



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