

Case Study Product Launch & Conference
Event EMEAR Channel & Launch
Company IT
Numbers 900
Location Manchester United Football Club

What they said

“ All your hard work over the last six months and dedication once again enforces what a truly professional team you all are. It was a joy working with you all and I look forward to working on our next event. ”



The Brief

- Launch the company's new business product range to channel partners and media across Europe, Middle East, Africa and Russia (EMEAR)
- Strengthen the company's relationships with its distributors, retailers and key journalists
- Reinforce its reputation as a high quality and innovative business brand

Our Solution

The Ultimate Event Company recommended three back-to-back two-day events that could cater for all EMEAR channel partners and media: some 900 guests from 45 different countries arriving over 7 days.

- **Attracting Attention:** We used the company's sponsorship of Manchester United to host the event at this iconic football ground and create an immediate buzz
- **Delegate Management:** Guests were transferred from Manchester airport to their hotels before heading to Old Trafford for lunch and a stadium tour prior to the opening presentation
- **Multi-Lingual Event Co-ordination:** The opening and closing presentations were simultaneously translated into nine different languages: Russian, Hungarian, Romanian, Polish, Czech, French, Italian, German and Spanish
- **Individual Country Presentations:** Each country hosted break-out sessions to brief their media and channel partners on the products launching in their specific market
- **Extensive Live Production Demonstration:** Some 58 new products were introduced at the event, with product experts on hand to offer detailed information and demonstrations
- **Gala Dinner, Entertainment and Excursions:** Each evening a gala dinner was held at a prestigious venue in Manchester and included special appearances by a Manchester United legend and the chance to hold the Barclays Premier League Trophy aloft. Additional visits to the Manchester United Megastore and Museum were organised on request.

Return on Investment

- **Excellent Attendance:** 900 channel partners and journalists from across EMEAR attended
- **Relationship Building:** Every country team meet their key channel partners and media
- **Positive Coverage:** Some 59 one-to-one media briefings were held and some 1500 pieces of coverage appeared in target publications
- **Communicating the Brand:** Media coverage was overwhelmingly positive and captured the company's key messages



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