Case Study

EVENTS EXPERTISE

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DELIVERING AN END-TO-END SOLUTION

Events play a key role in an organisation's marketing strategy, whether to raise brand awareness, launch new products or educate its target audiences.

At Bellman, we have over 25 years' experience in marketing for events in the UK and Europe including:

- New product launches
- Awards
- Conferences
- Exhibitions
- Roadshows

As we have a broad client base, these events have been undertaken across a wide number of sectors, including Financial Services, Manufacturing and Life Sciences.

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The full extent of our integrated offering is called upon for events from strategic consultancy and conceptual design through to digital development and micro project management.

Strategic Consultancy

- Research
- Planning
- Venue finding
- Creative briefing

Creative

- Concept development – mood boards and story boards
- Event theming
- Design across all applications – print and digital
- 3D visualisation, models, fly-throughs
- Technical drawings
- Presentations, including animated stings
- Registration microsites

BEFORE THE EVENT

Event invitations

- EDM and DM including event "count-down"
- Reminder invitation
- Printed invitation

Competition to draw people to the event

- Bespoke or re-skinned competitions for on-stand engagement and data capture

Registration microsites

- Microsites are used before and after the event to invite people of register for the event, display useful event information and book appointments to meet the team
- After the event it can be used to display useful post-event content
- Good data-capture exercise

Offline advertising

Online advertising

- Drive traffic to the event microsite
- Can be monitored
- Generate sales leads

DURING THE EVENT

Guerilla marketing

- To target visitors before they enter a venue
- Engaging, exciting, raises brand awareness
- Drives traffic at large events

Presentations

- iPads
- Touchscreen applications
- Digital kiosks
- Animated sting of chosen theme
- Media wall
- PPT presentations

Displays

- Twitter wall

Other

- Stand briefing covering staff etiquette, dress code etc
- Room dressing for off-site meeting rooms
- Promotional gifts
- Entertainment including evening entertainment for premier clients which can all be linked into the theme
- Catering themed food/drinks

AFTER THE EVENT

- Post exhibition communication/follow-up
- Newsletters
- PR

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NIG AT BIBA 2019

We have delivered NIG's stand at the BIBA (British Insurance Broker's Association) Annual Conference and Exhibition for over 10 years.

This year's key message was a service-led proposition; NIG wanted to be perceived as being effortless to trade with. We interpreted this, creatively, as INSURANCE THAT RUNS LIKE CLOCKWORK.

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The developed theme 'Insurance that runs like clockwork' needed to work seamlessly across all event deliverables - from stand design to all supporting comms. In addition, it would be used to deliver the service message across all communications throughout the year.

As in previous years, NIG held an exclusive pre-BIBA social event for key brokers and we used the clockwork theme to create an exclusive VIP feel for this event.
We introduced simple animation of turning cogs on the digital assets.

Pre-event room drop

Registration poster

Welcome poster

Pre-event email

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The creative theme was delivered across:

- web banners
- email comms
- on-stand presentations
- competition flyers
- step risers

Stand design

Competition flyer

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Fidelity London Investor shows

We designed a flexible stand which was used across a number of Investor events for the Personal Investment division of Fidelity. The show piece was a virtual reality demonstration of its proprietary research tool 'Fidelity Insights' which used the universe as its reference point. We used this as our inspiration for the stand graphics and supporting assets such as brochureware, advertisements and handouts.

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S&P CAPITAL IQ UK FUND AWARDS

The S&P Capital IQ UK Fund Awards 2012 was its inaugural event, recognising excellence within the Asset Management industry, at One Mayfair, London.

Bellman managed the Standard & Poor's European Fund Awards for 5 years across 10 countries and so we were perfectly placed to partner with S&P Capital IQ on these new awards.

The brief was to develop an awards brand that reflected the S&P Capital IQ brand, was synonymous with quality and had longevity to ensure the awards would grow in stature over the years to follow.

We developed the following:

- Awards logo design
- Trophy design
- Event theme
- Personalised invitations
- Pre and post offline and online advertising
- Venue visualisations
- All graphics production
- Presentation stings and animated sequences
- Touch screen kiosks for interactive table plans and presentations
- Event programme

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S&P CAPITAL IQ 2012 UK Fund Awards

Awards logo design

This is The One

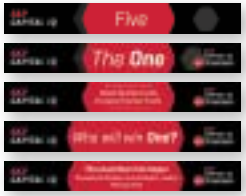
Event theme

Personalised invitations

Signage

Venue visualisations

Interactive table plan



Pre and post event offline and online advertising

Programme

Trophy design

Stage centrepiece

Frosted vinyl panels

Internal and external banners

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Fidelity Roadshows

Fidelity FundsNetwork carried out a series of regional roadshows, bringing together key clients and invited Fund Provider speakers with the aim of sharing knowledge. We used this premis as a springboard for the creative theming 'FUS16N' which rolled out across event display graphics, supporting collateral and digital presentations.

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Pragma Conference and Exhibition

Every year telecoms client, Pragma, holds an annual event for its resellers. The venue in 2017 was St George's Park – the National Football Centre – and we used this as the inspiration for the event theme.

We worked with Pragma across all deliverables including the stage set design, the resellers' exhibition area (Solutions Fair), all presentations and administration.

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MetLife

MetLife work with adviser network groups and attend regional events which competitors also attend. Our brief was to deliver a professional, modern stand within a small footprint. Our solution included a 'genius bar' to allow online access and reduce the need for printed literature - a key objective of the organisation is to be digitally focused.

USB Storage

USB speaker

Branded bags

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Mercer Fund Forum

Mercer Wealth Manager Solutions had a stand at this annual event in Monaco for several years. We managed the design, production and install of the stand and the supply of promotional giveaways. We used a lightbox to lift the stand, emphasise the brand positioning and aid engagement.

image light box offering extra standout

2m left return wall

6m back wall

2m right return wall

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Arval Roadshow Toolkit

Arval had a requirement for a roadshow toolkit for use at their clients' offices. The kit needed to be flexible and portable as each venue would be different in scale and opportunity.

3x3 Popup stand

Pullup roller banner

Feather flag

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Arval Roadshow Toolkit

In addition to the graphic displays, we delivered staff livery, promotional goods and produced desk drops to encourage staff to visit the Arval stand during their breaks.

Branded T shirts

Branded Gilets

Branded air freshener

Branded mint holder

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Deskdrop

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UK BioIndustry Association

We worked with BIA to deliver a new brand direction. A part of that, we produced a suite of pull up banners for use at the multiple events they hold across the UK.

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Pull up banners

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Event Engagement - Competitions

In order to maximise investment in events, we work with clients to firstly drive traffic to their stand and secondly, to engage them when they are there. This includes considering opportunities for data capture to generate leads for new business follow ups.

Competitions are a tried-and-tested way to attract visitors to your stand and we've delivered bespoke digital versions as well as physical games for quick, fun interaction. We often include a leaderboard to create excitement and a competitive element. Here are a few examples of games we've had on the NIG BIBA stands over the years.

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Event Engagement - Presentations

Presentations are key for stand engagement – whether they're for brand positioning, product launches or service-focused.

The presentations should be polished and quickly communicate key messages to ensure visitors take away information as quickly as possible.

We deliver presentations in a variety of ways – from looped video presentations to fully interactive touchscreen presentations. A few examples with links to view are shown on this and the following page.

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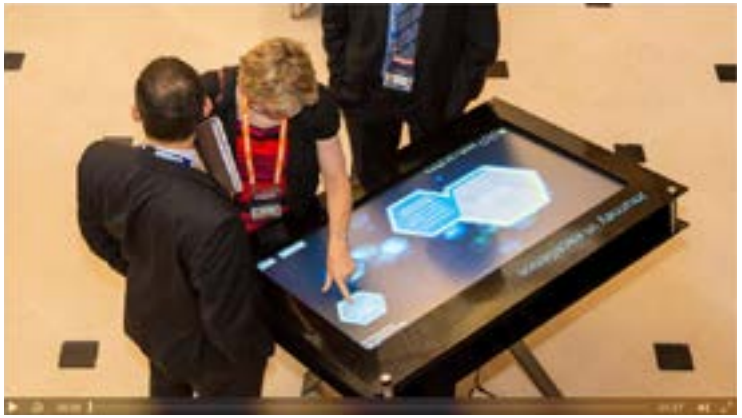

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Event Engagement - Presentations

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International Experience

We have worked with clients who either have a European or global coverage or attend events outside the UK.

Experience has included working on the Standard & Poor's European Fund Awards for many years, delivering event support in different regions and multi-language campaigns. Here are just a few examples.

EAO Switches Pop Up Stand

EAO Switches Newsletter

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International Experience

S&P European Fund Awards

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International Experience

Infographic Graphics for Digital Health & Care, Dubai

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CLIENTS

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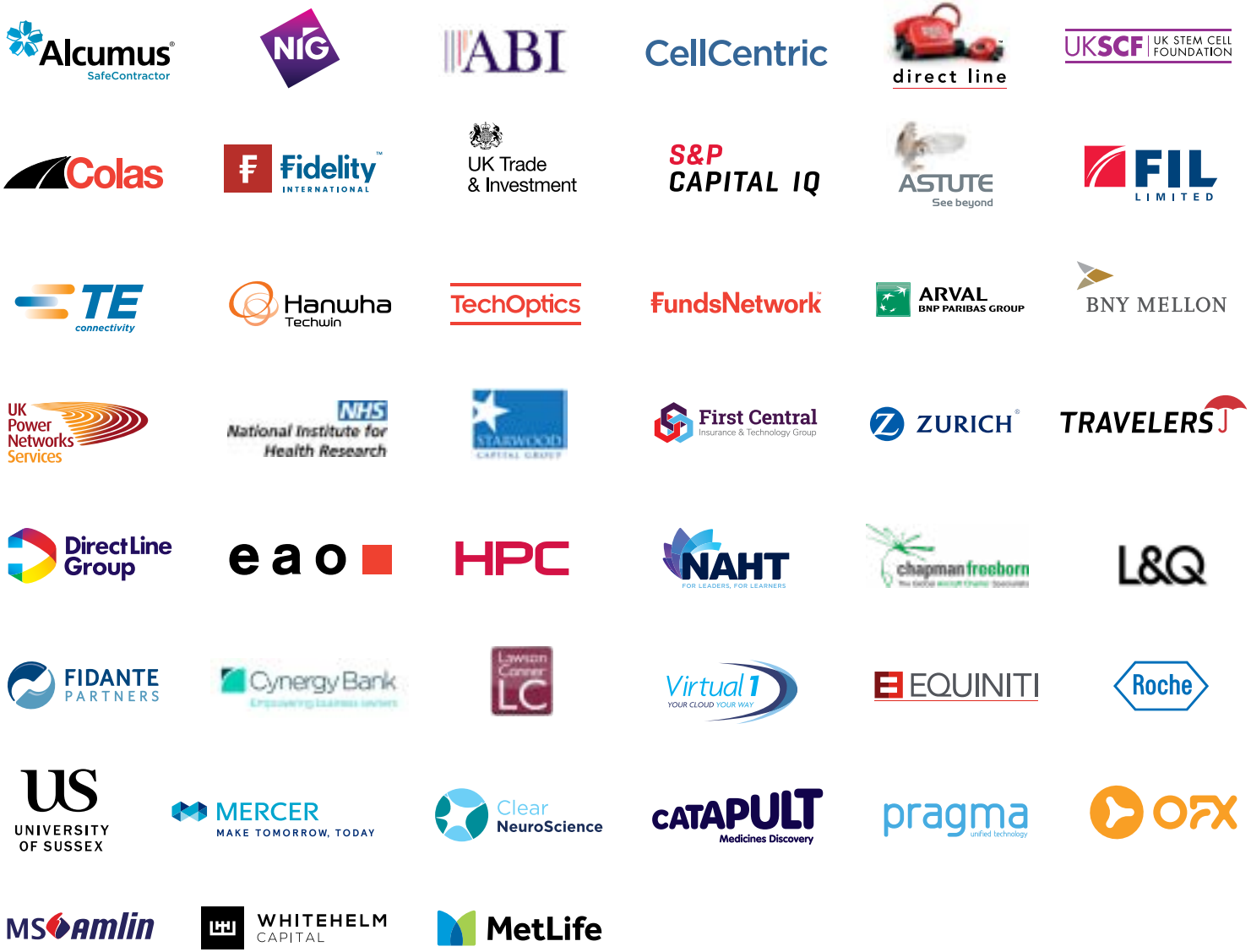

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WHERE MINDS MEET

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Bellman Strategic Marketing, a full service, integrated, strategic marketing communications agency, has been established for over 25 years. We have a broad skill base and focus on high service levels and delivering solutions that work.

Our core strengths are strategic positioning, brand development, events and digital using the latest in leading-edge technology including responsive design, interactive kiosks and touch screens. We have invested heavily in our digital offering over the past 20 years and have a highly skilled and experienced team working on a wide range of digital projects from websites, presentations and online advertising to emarketing, mobile, 3D modelling and interactive infographics, video capabilities, including retouching and image library management.

We have a broad client base across many industry sectors including Financial Services, Manufacturing, Charities, Life Sciences and Retail many of these clients operating in a global or Pan-European market place.

For further information on Bellman Strategic Marketing or to request further copies of this case study, please contact:

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