



A leading relocation provider

Event Case Study:

Corporate Relocation Solutions

Our client deliver complete, customized corporate relocation solutions that improve transferees' relocation experience, streamline administration, reducing risk exposure and stabilize relocation costs.

Objective: To generate new contacts and revenue opportunities by delivering effective communications through a bespoke and memorable business event.

Solution: An innovative business seminar targeting UK blue chip businesses - Human Resource Directors.

Delivery: Following a detailed scoping meeting with the client we identified key objectives for the event and a target audience. We understood that the client wanted a breakfast style seminar that focused on some break out work-shop session that would develop one on one contact with the prospects whilst at the same time help the delegate understand the complexity of global mobility and the processes involved.

Event title: *Relocation Redefined* - changing the way businesses think about employee relocation

Venue: Blunsdon House Hotel, Swindon



Attendees: 30

Generate UK facilitated the whole event from prospecting, electronic invites measuring response and making sure the attendee target of 30 was achieved, designing the agenda's, customer response cards and facilitating the morning event.

Due to the business we work in it was vital that the morning ran smoothly and to have good engagement with every attendee. Through a mixture of presentations, work shop/problem solving and fun activities coupled together with a great venue and delicious food the event was a huge success! We have already done business with two of the 30 attendees and we are in discussions with number of others. I would be very happy to recommend the Generate UK events team to others looking to stage a fantastic business event.

Client Service Director