

Unique Ideas Case Studies

Case Study 1

Client: A leading Legal Firm

Objectives:

- Source some entertainment for an annual summer ball.

Result / solution:

- We sourced Casino tables, a wandering magician and a DJ.

Result:

The client loved the suggestions and they were under budget. The event was a great success.



Case Study 2

Client: A leading Financial Company

Objectives:

- They were having a Product launch and wanted something eye catching to reflect their product brand.

Result / solution:

- We sourced and booked the Ice sculpture. It had a company logo and was lit from underneath. It looked very effective.

Result:

The client loved the suggestions and they were under budget. The event was a great success.



Unique Ideas Case Study

UK Annual Sales AGM

Client: An International Printing Company

Venue: The Marriott Slough / Windsor

Size: 100 Internal Staff from the UK

Objectives:

- To break the ice with all attendees
- To engage them in both the presentations and general networking
- To increase the motivation of the sales force

Result / solution:

- Due to extremely short timeframes, 5 days, the options were limited however we came up with a "Deal or No Deal" type event
- All attendees were provided with a numbered box
- The numbered boxes contained a range prizes such as, a Plasma TV, Football match tickets, Fortnum and Masons Hampers, CD Vouchers, Pens and T-shirts
- Chosen delegates then played a similar game to TV Quiz Show and won prizes.
- It also encouraged networking and prizes were exchanged in the breaks

Action:

The event management was conducted by Obis 360 who worked in conjunction with the client to produce an effective addition to their event. The budget was closely monitored by Obis 360 to ensure value for money at all times. The feedback from the sales force and the client was great.

Result:

This was a very important event, as its main goal was to motivate staff into the next sales year. The event was a great success.

Client Testimonial:

"Thanks very much for all the assistance. The event went off brilliantly. The game idea really worked and got the guys involved. Given the short notice and a slight change to the running order it was a real success. Thank you for clearly marking all the prizes- it made it so simple for me."

Programmes and Events Manager

