

CASE STUDY

Annual roadshows across England to raise product awareness

OBJECTIVE

For this series of roadshows, MAN brings some of their vehicles to different locations across the UK to meet with existing customers. This provides customers with the opportunity to ask questions, see the new range of vehicles for themselves, and compare across the range, so they can purchase the best-suited vehicle.

AT A GLANCE

-  **Haydock Park
NEAC Stoneleigh
Pavilions of Harrogate**
-  **Roadshows**
-  **IT customer service
desk on-site**
-  **Venue finding**
-  **Project Management**
-  **Annual event**

SOLUTION

Our initial objective was to secure five roadshow locations across the UK, with the aim of reaching a wide pool of customers. However, following thoughtful consideration, the client decided to reduce to three locations. Venues secured were at Haydock Park near Manchester, NAEC Stoneleigh near Coventry, and Pavilions of Harrogate, allowing buyers from different parts of the UK could attend at least one.

We didn't just stop at securing the optimal locations; we took care of everything else too. We managed the project from end-to-end, including supplier liaison, budget management, arranged final details to ensure everything ran smoothly. Our goal was to make things easy for both buyers and sellers, showing how much we cared about making the roadshows successful.



"I felt as though everything done on your side was great and Michaela was really helpful and quick at responding with booking hotels, venues and giving me all the relevant information at the right time"

MARIA ROGERS

MAN Truck and Bus

CHALLENGES AND OUTCOME

Despite facing challenges, such as cancellations, we dedicated our efforts to seamlessly plan and execute the event with positivity and enthusiasm. The selected venues were excellent choices, showcasing our understanding of venue requirements to meet the brand and culture of their business.

We look forward to continuing working alongside MAN Truck and Bus on their future roadshows and events and nurturing our long-standing relationship.