

ve
Space
CASE STUDY



OPX

State-of-the art
Facility launch

OVERVIEW

OPX, the Swindon-based company wanted to showcase their brand new, state-of-the-art distribution centre to suppliers who have supported them on their journey and to thank those to have helped them get to where they are today.

It was an opportunity to recognise existing and new team members and share their vision for the future.

Launch Event

**OPX Warehouse
Swindon**

OBJECTIVES

To showcase their brand new, state-of-the-art distribution centre to suppliers who have supported them on their journey.

Thank those to have helped them get to where they are today.

100 delegates

EXPERIENCE

Design

PROJECT MANAGEMENT

Upon successful contract award, we had one month to deliver the event, securing and liaising all suppliers, preparing risk assessments, all to ensure the smooth running of the launch event.



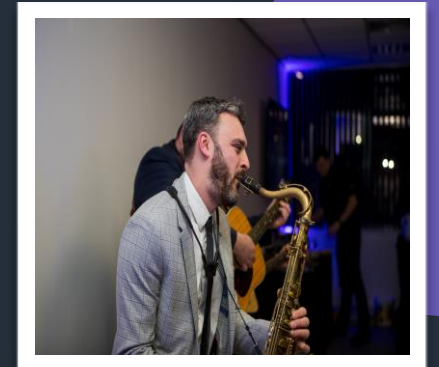
WEBSITE & DELEGATE MANAGEMENT



We built a bespoke website for OPX for this event to display event information and managed the email communications to invite OPX guests to the event.

ENTERTAINMENT

To add an extra spark to the event, we arranged the entertainment for the duration of the event with a fantastic band called Wondering Hands, a close-up magician, and an iPad caricaturist.



CHALLENGES

CHALLENGE: Location

As the event was a launch of OPX's state-of-the-art distribution centre, it had to be held there. The facility is built for storage, not for events.

So, we had to work in a way that made the venue suitable to hold a certain number of guests and give it the wow factor. We worked with our production partners to do this and all parties were very happy with the result





“OPX has grown so rapidly since the end of 2021... to celebrate our growth and success, we wanted to throw a launch event to remember and Venues and Events International did exactly that! They were with us every step of the way, from the initial ideas and planning to implementation and event management on the evening. Also, they were always available at the end of the phone if we had any queries, which gave us peace of mind. Everything ran so smoothly on the evening and the entertainment was second to none! Overall, the whole process with VE International Ltd was a pleasure and we will be seeking their professional help for future events. “

Lee Hallett

- OPX



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