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CASE STUDY



WALGREEN BOOTS ALLIANCE
All Together Beautiful

OVERVIEW

In 2022, we were successful in our tender with Walgreens Boots Alliance to be a part of their Events Roster. We have previous experience of working with Boots and have a firm understanding of their processes.

The #AllTogetherBeautiful campaign launched in March 2022 and this event was an opportunity to bring together beauty specialists from across the UK and is the biggest event in their calendar.

This was the second time Boots had held this event, the first being prior to lockdown. For this particular event, we were asked to support on the venue find, project management, event management, website and delegate management, supplier relations and logistics.

2 Day Conference,
Dinner, Transfers &
Accommodation

CBS Arena
Coventry

Approx.
850 delegates

Read on to see how we did it...

HOW WE DELIVERED IT



PROJECT MANAGEMENT

We oversaw the end-to-end project management, including coordination of project meetings between all parties and managed status updates to ensure the project remained on track and key milestones were met.



VENUE FIND

We carried out the initial search to find an appropriate venue solutions that could accommodate the date and with sufficient accommodation nearby for overnight delegates.



WEBSITE AND DELEGATE MANAGEMENT

We created a bespoke website to allow delegates to register for the event. This gave them the opportunity to book their overnight accommodation and transfer requirements.



ACCOMMODATION

We booked five hotels in the nearby vicinity to accommodate delegates, crew and staff. Doubletree CBS, Doubletree Coventry, Crowne Plaza NEC, Hilton B'ham Metropole and Moxy..



EVENT MANAGEMENT

There were six event managers on site to manage the logistics, people movement throughout and oversee production and exhibition set up / set down stages of the event.



HOTEL TRANSFERS

We arranged coach transfers between the main venue and the different hotels for before and after the evening event.



SUPPLIER RELATIONS

We were the main point of contact for all supplier communications, ensuring everyone met their deadlines and to allow the event to run smoothly.



1600 GOODY BAGS

We operated a military style operation with a production line over two days to pack 1600 goody bags. Each person received two different types of bag.

SOLUTION

- We proposed for the CBS Arena in Coventry to host the main event. This is a known venue to Boots as they have held many events there in the past. It has excellent transport links and plenty of accommodation options nearby.
- The event was originally planned for June 2022, but this was pushed back to August to allow more people to be out of stores. It also gave us some additional planning time.
- This was a two-day event, with an exhibition, plenary and the opportunity to launch a new brand. On the evening of the first night, we held an awards dinner where we arranged the trophies.
- Part of the logistics was to ensure people moved safely around the venue. To achieve this we created nine different colour groups and these were called through to relevant areas and avoid overcrowding.



CHALLENGES

- Our main challenge was during the evening part of the event. Due to the size of the venue, there were additional events taking place, as well as a football match within the grounds.
- For safety reasons, the venue was in 'lockdown' at the end of the match, which meant no transfers back to the hotels during this time.
- We were aware of this challenge prior to event, and communicated with delegates to arrange coach transfers outside of this lockdown period. The coach company was flexible to work with demand of people wanting to return to hotels at different times.





“The main achievement for the client was to have all the Beauty specialists in one room together again and to give them a chance to learn about some fantastic products from their favourite brands.

For me, it was a pleasure working with the Boots team, and to be able to deliver their biggest event of the year. I personally have worked with Jack and the team previously, so to reignite this working relationship is an absolute joy! We worked collaboratively with a wide range of suppliers and the team worked well together. Communication was open and honest which allowed us to deliver the successful event that it was.”

Lottie Davis
Event Manager - veSpace



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