

ve  
Space  
CASE STUDY



**MAN Truck & Bus UK**  
2023 Leadership Conference

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# OVERVIEW

We have worked with MAN Truck & Bus for more than 30 years, delivering their meetings and events programme. MAN Truck & Bus are one of our first clients since Anita and Chris Lowe started their first agency in 1989, and we're delighted to see this relationship thrive as we continue to evolve their events with new innovative concepts.

The 2023 Leadership Conference is the third of this kind of event for approximately 40 of their top leaders. We first delivered this event post-Covid at the Cotswold Waterpark Hotel where it was important to diminish any use of technology and have people engage with each other in the room.

The concept for this event was of a similar format. MAN don't like this event to have a big production focus, it's all about people and allowing their people to feel involved and that they feel empowered and that they have a vital role to play.

Read on to see how we did it...

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34 years

Working with  
MAN Truck & Bus

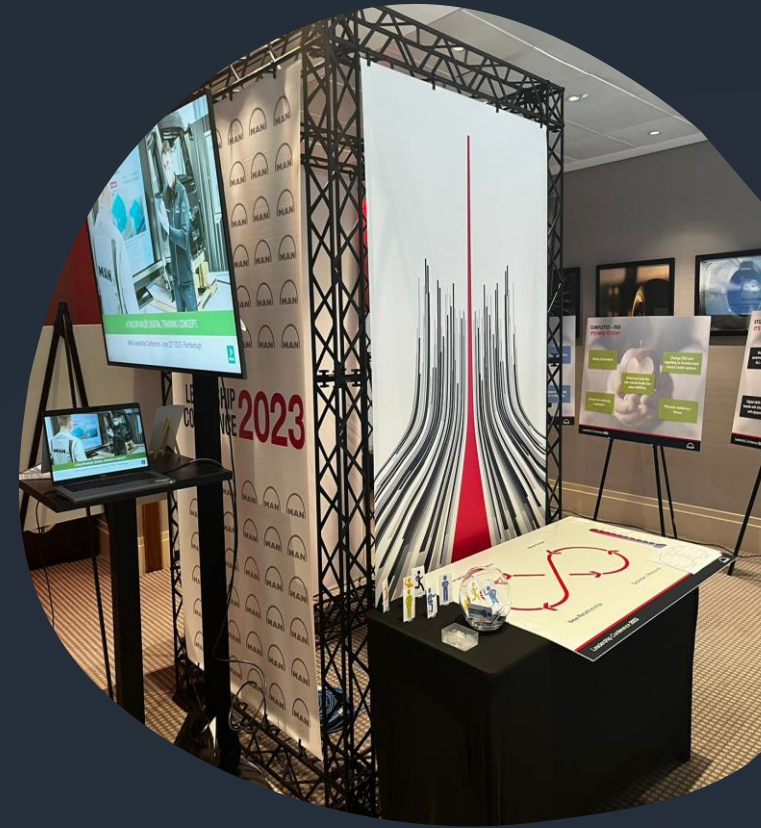
Leadership  
Conference

Aviator Hotel

GBB Coaching  
Insight  
Production

# EVENT CONCEPT

- The concept of the event was to focus on people.
- The two main conference days were about different teams, feeding back, and allowing opportunity for discussion points. This meant delegates were engaged - dedicating their time on focusing on what needed to be discussed.
- To support in the delivery of these sessions, we partnered with GBB Coaching, who are experts in facilitating sessions by ensuring everyone has a voice and feel comfortable in the environment they're in.
- Once again as with previous events of this nature, we bought in the furniture to make the event surroundings feel like they are part of the MAN culture.
- Although no grand production set was required, we did partner with Insight Presentations for any technical elements.



# TAKE DELEGATE TAKEOVER

- The second part of the event was the Gala Dinner where we handed over to their people to run the show.
- Split into three groups, they each had a vital role to play in the evenings event.

## Group 1

Responsible for hosting the drinks reception and setting the standard for the evening ahead.

## Group 2

Served dessert, with teas & coffees. Wanting to achieve synchronised service delivery, the delegates at each table were served simultaneously.

## Group 3

Hosted the after-dinner quiz Where the delegates were reseated based on how long they had been with the company mixing new and old employees.

- We worked with them on the evening, supporting where needed, but ultimately, we handed over the reins to give them control.

In order for the event to run seamlessly, there was a lot of pre-work required working with the individual teams to ensure they had everything they required to deliver their part of the event as they desired.



# THE OUTCOME

- Our main challenge was the event fell on Ascot week, and so the hotel was fully booked, and additional bedrooms were difficult to come by. We were able to put the crew up in a lovely neighbouring B&B which meant all delegates could stay at the Aviator.
- For the evening event where the regional teams took over, although this is outside of the 'norm', the hotel was very accommodating on working with us to ensure the client had everything they required and that the individual teams felt empowered.
- As a team, we worked collaboratively with our partners Insight and GBB Coaching to ensure all messages were consistent and that the logistics were incorporated elegantly and seamlessly.





“We aim to nurture the 30-year relationship we have with MAN Truck & Bus and strengthen it every year. This strong relationship allows us to be creative with their events and to try different concepts as they trust us to always deliver. This event is another example of how we take into consideration the client’s objectives and create something that we know they will love. We have also demonstrated how we can creatively get delegates involved and engaged.”

Lucy Hay  
Event Director  
veSpace



“The level of support veSpace provide is next-to-none and their attention to detail allows us to focus our attention on the content.

The flexibility in allowing us to take control on the evening event really empowered the delegates and gave them a unique experience. Our long-standing, trustworthy relationship with the team gives us peace of mind that they will deliver exactly what we need. Knowing we had the veSpace team managing the process gave us the confidence it would run seamlessly – which of course it did.”

**Maria Rogers**

Brand and Customer Experience Director  
MAN Truck & Bus UK



Maria Rogers • 2nd

Brand and Customer Experience Director

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So the scene is set for a fabulous Leadership Conference over the next couple of days

Excited to see the energy in the room and looking forward to the discussions

Great job [GBB Coaching & Consultancy](#) and [veSpace](#)

[MAN Truck & Bus UK Ltd](#)

[#peopledriven](#)

[#SimplyMAN](#)



👍👍👍 Rebecca Thorne and 48 others

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