



ve
Space
CASE STUDY



Construction Company
Senior Event Manager Implant

OVERVIEW

We've worked with our client in the construction industry for seven years, delivering their UK venue finding and events programme. In more recent years we've been working with a joint venture responsible for a large construction project in England.

In November 2021, the joint venture approached veSpace, recognising the need for a more logistical and structured approach in delivering their events due to the high volume of veSpace-supported events, allowing the internal team to focus on other business priorities.

The client saw the expertise in veSpace and decided that they were better equipped to bring the expertise they needed to ensure the growing number of events that were delivered, were implemented on time and to the highest of standards.

Read on to see how we did it...

Implant
Senior Event
Manager

7 years

Delivering their UK
venue finding and
events programme

5 year
contract

OUR SOLUTION

Our client wanted a solution in conjunction with veSpace because they believe that we are experts in delivering high-quality, successful events. We have all the tools, the training, and we know how to nurture our employees to keep them engaged and passionate, helping to develop their careers.

Our solution... to provide a Senior Event Manager Implant – a veSpace employee, recruited, trained, skilled and resourced by veSpace, but would be seen as part of the client’s team – an ‘implant’, with the added benefit of having the veSpace team as additional resource when required.

The ‘implant’ would work primarily from the client’s offices three days a week, one day from the veSpace office and one day remotely to support on the logistical delivery of the client’s meetings and events programme.

We went to market, carried out first and second interviews internally and with our final choice, the client carried out the final interview themselves to determine suitability of the candidate their end.

Introducing... Rachael Sale



THE **BENEFITS** OF AN **IMPLANT**



UNDERSTANDS VALUES AND COMPANY CULTURE

We always pride ourselves on embracing our clients' company values and the culture of their businesses. Although Rachael is a veSpace employee, she has built very strong relationships with all members of the joint venture and lives and breathes their values as well as our own - this makes the process work seamlessly.



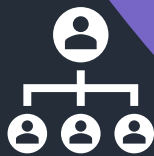
EVENT MANAGEMENT

Rachael's key focus is to enhance the visitor experience and provide a high standard of project management throughout the planning, logistical management onsite and post visit debriefs.



RESPONSIBILITY OF EMPLOYMENT

Rachael reports directly into veSpace with a dotted line into the client's team. veSpace takes full responsibility of Rachael's training and development plan, her appraisals and bonus structure. The responsibility of her employment lies with veSpace.



EXTENDED SUPPORT NETWORK

Rachael works with other members of the veSpace global sourcing team to facilitate many venue find requests from all departments.

For larger events and conferences that occur throughout the year, Rachael helps lead a project team on end-to-end event management and budgeting.



EVENT STRATEGY

Using her knowledge and expertise, Rachael works collaboratively alongside the client's team to support them in shaping the events strategy. She helps to create professional and informative site visits for a variety of visitors, stakeholders, and VIPs that are held regularly throughout the yearly calendar along the construction project.



ACCESS TO EXTENSIVE SUPPLIER NETWORK

As an implant, Rachael has access to the veSpace supplier network which ensures the client benefits from our buying power and negotiation processes to ensure they receive best value.

THE OUTCOME

“We’re absolutely delighted by the success of Rachael and the role she plays with our client. When you’re delivering so many events for one client, it’s important to look at the most cost-effective solution, that works for both the client, and us as an agent.

18 months into the role, Rachael has built a firm understanding of the complexity and nature of the client. She has embraced their company culture, whilst still living and breathing those of veSpace. That’s one of the reasons that makes this partnership so successful, is how our company values are aligned, Rachael is able to fully embrace both companies and equally represent us.

Working at the client’s office, Rachael has been able to establish meaningful relationships with different stakeholders and uncover meetings and events that we didn’t know were happening. She’s now able to support these stakeholders and offer her expertise with the delivery of these events.

Rachael really is ‘Best in Class’, and continues to add value as her role develops, and I’m excited to see what more she can do in the future to further enhance this service offering.”



Kim Cavilla

Chief Operating Officer -
veSpace



“I think when the role first came about, it was a learning curve for everybody to see how it would play out. But it actually fits really well in the way that I feel a part of both teams.

I work from their office three days a week where I sit with the team and completely feel like a member of the client’s team. I then work from the veSpace Swindon office one day a week, where again I feel a part of this team. It’s a fantastic mix - to be able to work so closely with the client, but still have the support network of the wider veSpace events team is fantastic and we’ve shown how we can make it a success.”

Rachael Sale
Senior Event Manager
veSpace

WHAT THE CLIENT SAYS...

“When we first discussed the implant role with veSpace, we were clear that we lacked the internal resource or expertise to manage our events programme effectively ourselves.

We have always worked so well with the veSpace team – they work seamlessly with us to ensure our events are delivered cost effectively and to the highest standards. When they approached us in regards a potential implant solution, it really resonated – to have someone work so closely with us, but employed, trained and developed by the expertise of an agency like veSpace, felt like the perfect mix.

We’re delighted by the success that we’ve seen in the first 18 months. Rachael pays great attention to detail, she’s always proactively thinking through issues and opportunities for us and continues to be seamlessly embedded within the full team which is of great benefit to all. We have the added reassurance that Rachael has the support of the wider veSpace team for more complex bookings, or where we have previously held larger in person events where additional support has been required.”

Head of Communications,
Construction Client



ve
Space
FIND OUT MORE...

hello@vespace.co.uk

vespace.co.uk

+44 (0) 1793 792200