



ve
Space
CASE STUDY



Sage Publishing
Summer Party

OVERVIEW

We organised a Summer Party for Sage Publishing at the V&A Museum in London with a real focus on Diversity, Inclusion and Sustainability. We wanted to make this a safe space for all so guests could enjoy themselves.

With many moving parts, including VIP guests and special arrangements, we organised a smooth and efficient event that the client loved.

Summer Party

**V&A Museum
London**

OBJECTIVES

To organise a summer party to thank clients and staff and to encompass the attendance of the founder of the company that would be memorable and include outside space.

To create a safe space for all guests and promote Diversity, Inclusion and Sustainability.

442 delegates

OUR EVENT SOLUTIONS

EVENT MATERIALS

Internally, veSpace printed and laminated an element of the signage. The artwork came through promptly, enabling us to print well ahead of time.

veSpace also organised 600 navy lanyards, per the suggested layout by Sage Publishing. Again, these were approved and ordered in good time. We had badges designed by Sage Publishing and we printed them. We did all of this in accordance with the timelines detailed in the project plan, giving enough time for printing, quality checking and making changes and last-minute requests where needed.

EVENT MANAGEMENT

veSpace co-ordinated the 45-minute setup turnaround, floating and staying visible for any areas that needed support. We did this whilst walking the client through the positioning of elements in The Dome that should have been in the garden due to the bad weather. We made sure that all suppliers were clear on the new wet weather plan, both ahead of going on-site and on-site.

There was constant liaison throughout with production and catering to ensure they were kept up to date with any timing changes, the speech being the main one. This enabled the kitchen to stay on track with serving bowl food at the correct time and that everyone knew what was going on.

The team remained visible throughout the evening and was able to update the client with any potential issues. Thankfully everything ran smoothly, but it's so important to keep the client in the loop so there are no surprises.

Finally, at the end of the night, veSpace packed up all the Sage Publishing items and ensured each delivery was correctly labelled, ready for its return by courier. There was a seamless exit, guests left the venue by the time stipulated and there were no issues with any guests throughout the evening.

OUR EVENT SOLUTIONS

DELEGATE MANAGEMENT

Based on last year's registration experience, it was our recommendation to make sure that we had two categories split into separate areas each with their own lanyards, pronoun stickers and badges. One of our suppliers - Focus - built two dedicated registration desks with clear signage and additional signage directing attendees to the right registration desk.

We made sure that the badges were displayed neatly, and easy to locate as guests arrived. Along with this, having two people on each registration desk, plus a couple of additional floating around the registration area meant that this was a very smooth and easy process for all involved with minimum queuing. The reception felt very calm and not over-crowded.

DEI AND SUSTAINABILITY

This event had a strong focus on DEI and sustainability, as requested by the client. Their whole menu was vegetarian/vegan and lots of measures were taken to ensure inclusivity. We had pronoun stickers, gender-neutral bathrooms, DEI signage, and Pride badges and lanyards.

The client also used the event to affirm the company's position on anti-censorship and LGBTQ rights. This was in response to the removal of certain trans-affirming materials from a sister venue, which our client opposed. The client held discussions with the venue in which they made clear their concerns about the decision, and secured permission from the venue to display the removed materials at the event.

CHALLENGES

CHALLENGE: Transport

On the day of the event, there was a planned tube strike in London. veSpace acted quickly when notification of the tube strike came in, making suggestions to minimise the spend, but having enough coverage for the needs of the guests. After hearing that the tube strike was cancelled, again we acted quickly to cancel the arrangements with as minimum a cancellation fee as could be negotiated.

This level of communication between our team and the client enabled us to manage the changing tube strike situation to make efficient decisions that fit with the client's event.





OUTCOME

Sage Publishing's Summer Party was a very complex event with lots of moving parts. It included accommodating their VIP attendee, their founder with private spaces and special arrangements. We had only 45 mins to set up the V&A including production, catering and registration, but in the end it all went smoothly. Guests enjoyed themselves, they were up dancing and chatting all night.



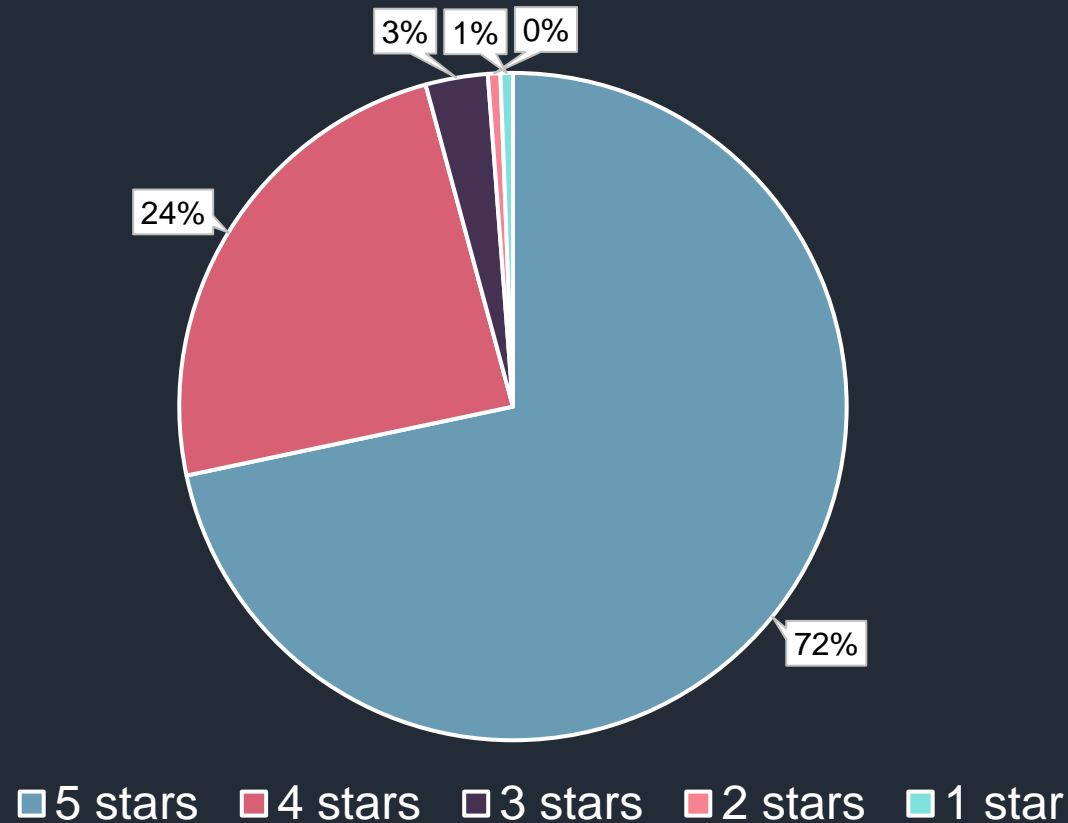
“I just wanted to say a big thank you for all your hard work to make last night such a success. Please also pass on our thanks to the rest of your team, the production company, and the caterers. They all did such a fantastic job and we’ve already had some really lovely feedback from guests.”

“Also want to echo what Lou has said – thank you so much for everything you have put into this event – it is hugely appreciated, and it has been such a pleasure working with you both.”

Post-Event Survey Responses

Ratings from 5 stars (outstanding) to 1 star (poor)

Overall how would you rate this event?



Feedback Highlights

Dr Suze Kundu
@FunSizeSuze

If you ever need to host a truly inclusive event, may I point you to [@Sage_Publishing](#)? Their summer party this evening was absolute perfection. Inclusive lanyards, inclusive food, inclusive toilets signposted to override the host venue's signage, accessible - just wonderful ❤️



Kinga Bajerska • 2nd
Marketing Communications Manager at Sage Publications
3d • 🌐

Had an amazing time at my first [Sage](#) Summer Party last Thursday at the iconic Victoria and Albert Museum! 🏛️ 🇬🇧

It was a perfect blend of celebration, networking, and fun bonding time with new colleagues and making new connections!

Looking forward to more memorable events like this! Thanks, Sage, for organizing such a fantastic gathering! 🍷

[#SageSummerParty](#) [#Networking](#) [#NightAtTheMuseum](#)

Prof Sally Everett 🇬🇧
@DrSallyEverett

Simple gestures can mean a great deal. Well done [@Sage_Publishing](#)



Philippa Thompson (She/Her) • 2nd
Principal Lecturer/Deputy Head of Area SloE at Sheffield Hallam University. ...
1d • 🌐

Thank you to [Sage](#) for the celebration of all those late night writing sessions! Amazingly all the early childhood writers found each other to share a lovely evening in amazing surroundings. Hearing the strong commitment to social sciences and in particular social justice was particularly poignant in the current climate.

Anami Kabir (She/Her) • 2nd
Senior Marketing Communications Manager at SAGE Publishing
2d • 🌐

This year [Sage](#) outdid itself with the Summer Party! Hosted at the V&A, we had a magical time partying under Chihuly's Rotunda Chandelier, mingling amidst gorgeous sculptures, and cooling off outside in the glorious courtyard!

A really fantastic [#NightAtTheMuseum](#) with colleagues, researchers, authors and other Sage guests!





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