

CASE STUDY

Senior leadership conference in Istanbul for the bp Castrol EMEA teams

AT A GLANCE



Swissôtel The Bosphorus Istanbul



150 delegates



bp Castrol EMEA Senior Leadership Conference and Awards Dinner



6-10th June. Set-up, arrival, 2-day conference



Health and Safety and Covid regulations



Onsite event support

OBJECTIVE

After nearly two years of not meeting face-to-face, the Senior Leadership Team from across multiple bp Castrol EMEA sites came together for their Leadership Conference and Awards Dinner in Istanbul. With our 33 year relationship with bp and Castrol, we have developed a firm understanding of the Company's health and safety requirements, and the procedures that need to be put in place to deliver safe events for their delegates. For this event, we were specifically appointed to lead on the health and safety and Covid regulations to ensure a safe delivery of the event.

SOLUTION

We carried out site inspections in April to understand the layout of the hotel, where different elements of the event would happen so we could complete a comprehensive bp risk assessment for the event.

In addition to this, we spoke with the hotel to understand their current Covid regulations to ensure they met the standards required for bp. All delegates were recommended to complete rapid flow tests prior to the event.

For the event itself, we had our team attend the event onsite.

Will was responsible for managing the client liaison and communication between the local agency. Neil oversaw the production to ensure smooth and effective delivery of the event content with Phil. Paulina ensured the event followed the health and safety guidelines set out.



“This event was great experience for us to be able to demonstrate our adaptability to work with multiple agencies in different countries and overcoming any language barriers to ensure we deliver a successful and safe event for our client.”

PAULINA ZAPALA

Event Manager
veSpace

CHALLENGES

One of the challenges we faced was communication between multiple languages. With many delegates attending from different international countries, the majority of which were able to speak English. However the local agency predominately communicated in their native language that made it difficult to understand. We took it upon ourselves to support the client with this communication challenge, supporting the local agency who were responsible for the delegate management to ensure delegates understood processes and were able to have a safe and enjoyable experience whilst in Istanbul.