

CASE Study

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Global Trading Analytics & Insight Conference

ve
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INTRODUCTION

In our role as event logistics and production experts, we were appointed to help deliver a seamless and impactful 4-day conference at the Epic SANA Lisboa.

Our primary objective was to ensure the smooth execution of all aspects of the event, from the initial concept design to the final farewell.

We aimed to provide an engaging experience that combined professional development with cultural immersion and team-building activities.



Epic SANA Lisboa



200 delegates



**Logistics and
Event Production**

Onsite Event Management and Logistics

Ensuring the seamless flow of the event, including coordination of the venue, transportation, and delegate management.

Delegation Management

Facilitating the movement and participation of 200 delegates, ensuring they had a memorable and productive experience.

Activity Coordination

Organising a diverse range of activities, including plenary sessions, breakout sessions, and unique cultural experiences, to enrich the delegates' time at the conference.

THE BRIEF

SOLUTION

By aligning our expertise with the client's vision, we aimed to create a conference that was not only informative and productive but also an unforgettable experience that celebrated the vibrant culture of Lisbon.

The conference was a comprehensive mix of plenary sessions, breakout sessions, and panel discussions, designed to facilitate knowledge sharing, team building, and networking among the delegates.

The logo for 'veSpace' is displayed in white. The word 've' is in a lowercase, sans-serif font. The word 'Space' is in a larger, bold, sans-serif font. The 'S' in 'Space' is stylized, with a large, circular loop that overlaps the 've' and extends downwards.

DAY 1:

Conference and Dinner

Morning and Afternoon

The day commenced with plenary sessions and panel discussions, allowing experts to present and debate key topics. Breakout sessions in the afternoon provided smaller groups a platform for more focused discussions.

Evening

Delegates were divided into groups and transported by coaches to six different restaurants in Lisbon for dinner:

- Beer Museum (30 pax): Known for its diverse beer selection and traditional Portuguese dishes.
- Terra Nova by Populi (40 pax): Famous for its modern take on Portuguese cuisine.
- Can the Can (30 pax): Renowned for its canned seafood specialties.
- Sacramento do Chiado (30 pax): A historic restaurant offering a contemporary menu.
- Trindade (40 pax): One of Lisbon's oldest breweries with a wide selection of traditional foods.
- Mar ao Largo (30 pax): Celebrated for its fresh seafood and local flavors.

DAY 2:

Team Building and Evening Gala

Morning

The day began with more plenary sessions focused on industry trends and insights.

Afternoon

A team-building treasure hunt was organized around Lisbon. Delegates were divided into 20 teams of 10 people. The activities included:

- Taking a picture with an actor disguised as the greatest Portuguese Poet.
- Making a video singing Fado.
- Eating "pasteis de nata" (custard tarts).
- Taking a photo with a giant sardine.
- Finding and photographing a "bacalhau" (dry codfish).
- Writing a postcard in Portuguese.
- Drinking Ginjinha (a traditional cherry liqueur).
- Eating pastéis de bacalhau (codfish cakes).
- Taking a photo with a Minhota (a woman in traditional northern Portuguese costume).
- Playing the lottery.
- Taking a ride on the Funicular.
- Engaging in quizzes and fun challenges.

Evening

Coaches picked up delegates from the hotel and transported them to SUD Lisboa for a night of fun. The evening included welcome drinks, dinner, a DJ, and an awards ceremony where accolades were given based on the day's team-building activities.

DAY 3 & 4:

Department-Specific Side Meetings

- These two days were dedicated to side meetings for specific departments within the organisation. Each department had the opportunity to delve into detailed discussions and planning sessions relevant to their field of expertise.

Onsite Event Management and Logistics

As event logistics experts, our responsibility was to ensure that every aspect of the conference operated smoothly and efficiently. This involved:

Venue Coordination

- **Setup and Layout:** We worked closely with the Epic SANA Lisboa team to design the event space, including plenary halls, breakout rooms, and social areas, ensuring that they were equipped with the necessary technology and seating arrangements.
- **Real-Time Adjustments:** Throughout the event, we managed any on-the-fly changes, such as rearranging room setups based on attendee needs or addressing technical issues promptly.

Transportation Management

- **Delegate Transfers:** We coordinated the transportation of delegates from their hotels to the conference venue each day, as well as organising coaches for offsite dinners and team-building activities.
- **Logistics for Offsite Activities:** Ensuring that coaches were on time and routes were optimised for the 6 restaurant visits and team-building events across Lisbon.

“I had the pleasure of overseeing an incredible event that exceeded all expectations. From the moment our team arrived, it was clear that we were set to create a memorable and impactful experience for the 200 delegates in attendance.

Our objective was to deliver a flawless event that seamlessly blended professional development with rich cultural experiences, and I’m proud to say we achieved just that. The logistics were complex, with multiple venues, offsite dinners, and diverse activities, but our meticulous planning ensured everything ran like clockwork.

The success of this event was a true team effort.”



Jill Dunlop
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THANK YOU

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