

CASE Study

Castrol National Sales Conference

Nashville, Tennessee

ve
space



INTRODUCTION

Castrol held their Annual National Sales Conference, hosted over three days in Nashville, Tennessee at the Grand Sheraton Nashville.

The event included the Tailgate Welcome Party on the first night, followed by meetings and breakout sessions. On the final day, they held a gala dinner and awards ceremony to commemorate outstanding employees.

veSpace were brought in to find the perfect venue, supply creative content and production, and deliver full event management including website and delegate management, working with bp partners.



**Grand Sheraton
Nashville**



244 delegates



Venue Sourcing



**Website + Delegate
Management**



**Event Production +
Creative Content**

SERVICES

As the event management partner, we worked closely with Castrol to manage their requirements and delivered a successful conference experience.

What did this involve?

- Managed project calls with the planning team
- Attended project calls with the ALT
- Oversaw the client budget
- Delivered the delegate management
- Worked alongside production suppliers to deliver creative content and set design



OUR SERVICES

VENUE SOURCING

Why Nashville?

- Its central US location supported easy delegate travel logistics.
- Worked with bp global partners.
- Hotel and area met bp's Health and Safety requirements.

WEBSITE AND DELEGATE MANAGEMENT

Key Objective

To use the website to manage logistics and communicate with the delegates.

How we achieved this

- Managed 244 delegates.
- Worked with bp's My Event Partners to build a website and event app.
- Worked alongside the planning team to create content.

EVENT PRODUCTION

Key Objective

Bring to life the 'Elevate Our Game' concept.

How we achieved this

- Worked alongside Encore, a preferred supplier, to create the production and visual content.
- Theming – we created the stadium feeling within the meeting room and catering space.

Planning started just **6 months** prior to the event. During which, we worked with the bp project team to prioritise tasks and key objectives. This involved several key steps to ensure successful coordination and execution.



KEY OUTCOMES

DELEGATE ENGAGEMENT

- Ensured delegates were informed and organised for the event.
- The client noticed the fantastic energy from the delegates, with everyone getting involved.

FLEXIBILITY

- Successfully negotiated the perfect hotel space on short notice, despite initial difficulties finding a venue with enough space.
- Pre-event time zones taken into consideration.
- The client noted how flexible all partners were.
- Adhered to on-the-spot changes over the three days and acted quickly to ensure seamless event delivery.

ADDED VALUE

- A saving in project hours -£25,350
- Encore production partner - £35,364
- PRA (theming company) - £6,958
- Sheraton Hotel - £35,938
- Entertainment - £2,000
- Overall huge savings of just under £70,000

The event was such a success, planning has started for 2026!

“I just wanted to tell you that Paulina was wonderful, she made our conference a huge success despite all the challenges that we had. She was very professional, friendly, and always had a smile on her face with her can do attitude. What a pleasure it was to have her with us. We enjoyed working with you and her and wanted to say you are truly blessed to have her as an employee she really is a great asset for you.

I will miss our weekly phone calls but hopefully we will stay in touch.”

Ann Marie Dubler
Team Assistant, Castrol

Fantastic review from the project lead who took time out of the event to share her feedback.



THANK YOU

If you have an upcoming event you would like us to scale up for you, we would love to support. Just call us, we are ready and waiting.



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