



Ego Pharmaceuticals The Silk Road to Success

CASE STUDY





Client: Ego Pharmaceuticals

Event: Sales EMEA Conference

Audience: 140 Delegates

Location: Hotel Meliá Hanoi, Vietnam

Agency Services: Venue Sourcing, Project Management, Event Management, Production, Content, Creative, DMC Liaison, Gala Dinner, Transfers, Activities, Gifts, Videography and Photography





OVERVIEW

Our customer Ego Pharmaceuticals engaged us to design and deliver their 2026 Sales EMEA Conference. Our brief was to curate an engaging event, giving the opportunity to inform, motivate and inspire.

THE CHALLENGE

With attendees from across Europe and the Middle East, we needed to recommend a destination that was easy to travel to and provided a cultural experience that would turn this meeting into a memorable event.

We quickly recommended Hanoi, Vietnam as a destination that ticked all the boxes! This event has previously successfully taken place at the Meliá in Barcelona so returning to the Meliá brand was a natural choice.





OUR SOLUTION

We quickly sourced a trusted DMC, Realm to support the on the ground planning. As part of the DMC Advantage network, we already had a great relationship with them and knew they were able to deliver this complex event alongside us.

After a successful site inspection, we put together an engaging agenda – with ample time for plenary and breakout sessions, engaging activities, an interactive event App and offsite dinners.

We created a specific theme and branding for the event, giving it a unique identity – The Silk Road to Success, playing on the location and objectives for event.

We were then able to use this identity throughout the event at every touch point.



OUR SOLUTION

As part of the programme, we put together an engaging activity 'The Amazing Race' – this high-energy team building adventure took the group to explore the city's landmarks. Guided by GPS and a custom app, teams solved clues, completed fun challenges, and captured memorable moments.

Strategy, teamwork, and creativity matter more than speed, making it an inclusive and exciting corporate event! The activity encourages communication, teamwork, and problem-solving while immersing participants in Vietnam's vibrant culture.





OUR SOLUTION

The event culminated with a stunning Gala Dinner and Awards Ceremony at an incredible outdoor offsite venue.

The menu, theming and entertainment all reflected the stunning Vietnamese culture, ensuring an evening of true cultural immersion for our guests.







THE RESULT

Thanks to the use of our interactive event-App we were able to gather instant feedback, attendees rated the following areas:

Ease of transfers – 100% positive

Overall logistics – 100% positive

Location – 100% Positive

Meeting space – 100% positive

Accommodation – 99% positive

Meeting sessions – 88% positive across all sessions

Further post event feedback was incredibly positive, with guests appreciating the genuine cultural experience, smooth organisation and proactive onsite support.

You can view the highlights video [HERE](#)



THE RESULT

Mark Lewis, Managing Director

“Working with veSpace made our lives so much easier. Their diligent pre-event planning ensured that all eventualities had been considered. Onsite, the team were friendly, pro-active and immediately put guests at ease. Paulina particularly, was fantastic, her infectious smile and can-do attitude was so appreciated. I would recommend veSpace to anyone planning a similar event, in the UK or overseas.”

