

ARUP



CASE STUDY

CLIENT: ARUP

EVENT: APPRENTICE EVENT & GRADUATE EVENT

EVENT TYPE: CONFERENCE

DATE: APPRENTICE – 02-06/09/19 & GRADUATE – 15-20/09/19

LOCATION: APPRENTICE – MANCHESTER & GRADUATE – NOTTINGHAM

NUMBER OF DELEGATES: APPRENTICE – 150 & GRADUATE – 300





THE OBJECTIVE:

ARUP host two annual events where the primary objective is to successfully onboard 150 apprentices and 300 graduates into their workforce, across two separate, weeklong events. The key aim is that all delegates experience a smooth, yet inspired, transition from education into employment and leave with a thorough understanding of the ARUP culture, setting each individual up early for long term success.

Venues and Events International was appointed to support in organising and co-ordinate the two events in line with the company values and objectives. This was successfully achieved by utilising an appropriate environment, providing an engaging agenda appropriate to each group, ensuring seamless logistics and becoming part of the Arup team.

THE SOLUTION:

The agenda was specifically tailored for each group.

APPRENTICE EVENT

INNSide Manchester x 150 delegates

Day 1 –

Meet and greet arrangements in place and monitored for all arrivals with a manned check in on arrival. We were then on hand throughout the buffet dinner and networking to answer questions about the coming week. We also provided a ‘chill out’ space to ensure delegates had somewhere than just their bedrooms for their free time – in this space we supplied retro games and activities.

Day 2 –

Intro to ARUP and the senior management team with an induction session to the week in the morning. In the afternoon we kicked off with a team building activity called ‘Animate’ – where the group got split into small teams to make their own ‘stop-go’ animation scenes, all of them linking together to create one short film that was revealed during the main Gala dinner that evening, where he had a SMT member hosting each table of apprentices.

Day 3 –

Covered different areas of expectations of apprentices and what ARUP expect of them – a massive focus on ‘Early Success’. The day concluded with a networking ‘festival’ with a buffet dinner and full SMT presence – including a VR experience in the day of a life of an apprentice!

Day 4 –

Today was all about ARUP culture surrounding mental health and well being, the entire day themed around how the company work with their employees and providing support, we ensured the menu and refreshments today were truly ‘super-food’ focussed. We rounded the day off with a fun evening at the Crystal Maze experience

Day 5 –

The final day centred around the apprentices themselves and how ARUP were going to support and work on their transition over the coming weeks into employment and their new roles with next step plans

GRADUATE EVENT

East Midlands Conference Centre x 300 delegates

Arrival -

All pre-arranged meet and greet and transfers were managed by our events team on the day – check in into the university halls and a buffet dinner was served to all, allowing an evening of networking before the week commenced.

Day 1 –

The morning kicked off with an introduction to ARUP overall and a greeting from the senior management team, before moving straight into a team building activity called ‘The Bigger Picture’ - delegates split into groups and painted a section of a larger picture, with groups having to trade colours between them and try to match up nearby designs/lines – a really good activity to drive teams into working together.

Following lunch there was a more in depth session on ARUP and their ‘learning styles’ as a company.

The day finished with a large Gala dinner, hosted by a member of SMT at each table and the ‘Bigger Picture’ was set up and revealed to all as the new stage surround for the remainder of the week.

Day 2 –

Sessions were led by current ARUP employees today providing an insight into different areas of the business. In the afternoon delegates were split into their ‘home groups’ – they had an afternoon of workshops specific to their future roles. Light buffet served for dinner, allowing delegates a chance for more personal time after a busy first few days.

Day 3 –

Drop In sessions were arranged and the delegates signed up to during event registration, topics included the likes of digital design and entrepreneurial mindset, a very successful day with ‘festival’ and networking dinner arrangements to allow the group another chance to network where they felt they needed to.

Day 4 –

A well being and ‘working day in ARUP’ was the focus on the sessions today, ensuring that everyone left comfortable with the expectations of their first working day and the support ARUP have in the background for each and every employee.

Day 5-

The week rounded up with ‘Connect and Support each other in the first 100 days’ with ARU, ensuring delegates knew what to expect over the coming months

CHALLENGES:

A thorough understanding of individual delegate needs was required and tailored plans were put in place where necessary, such as ensuring situations were not pressured or stressed, providing questionnaires in advance to reduce pressure of time scales, taking time to brief individuals each evening on the following days agenda so they are comfortable with the plans if necessary. Our event managers were briefed on all aspects and impacts on the delegate mental health and wellbeing, a massive part of the ARUP culture.

For the apprentice event, we covered health and safety assessments above and beyond the normal in both pre-event and continuously whilst on site, due to average age range of 16-25-year olds (factoring in some delegates being below the legal age for alcohol consumption as well) – heightening our duty of care responsibilities. Implementing a sign in and out book of the hotel to monitor delegate whereabouts, scanning technology to track attendance and to fulfil the duty of care, particularly with under 18's on site.



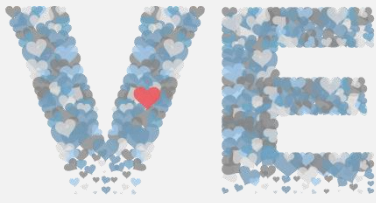


THE VENUES:

INNSide Manchester – It is a modern venue that perfectly suited the younger generation of delegates. City centre, trendy and contemporary with all facilities you could need, including a wellness suite, gym and relaxation area (all of which fall perfectly in line with ARUP’s focus on employee wellness). Being easily accessible was key, keeping in mind it is likely most delegates first long stay away on their own and/or attending a conference so keeping things as convenient and appealing as possible.

East Midlands Conference Centre – chosen as based on the Nottingham University campus, the graduate delegates felt comfortable in a familiar environment; a perfect cross between the halls accommodation they are used to and yet also introducing them into the corporate, working world they are transitioning to. It is easily accessible for travel, with convenient transfers arranged by our event managers from the train station, ensuring as smooth as possible for all. It also enabled us to keep the group in contained areas with minimal risk of delegates travelling off site, but also still allowing different buildings and areas to help maintain engagement throughout the whole week.





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