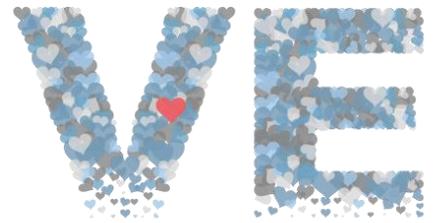




**HONDA**



**venues and events  
international limited**

**CLIENT: HONDA**

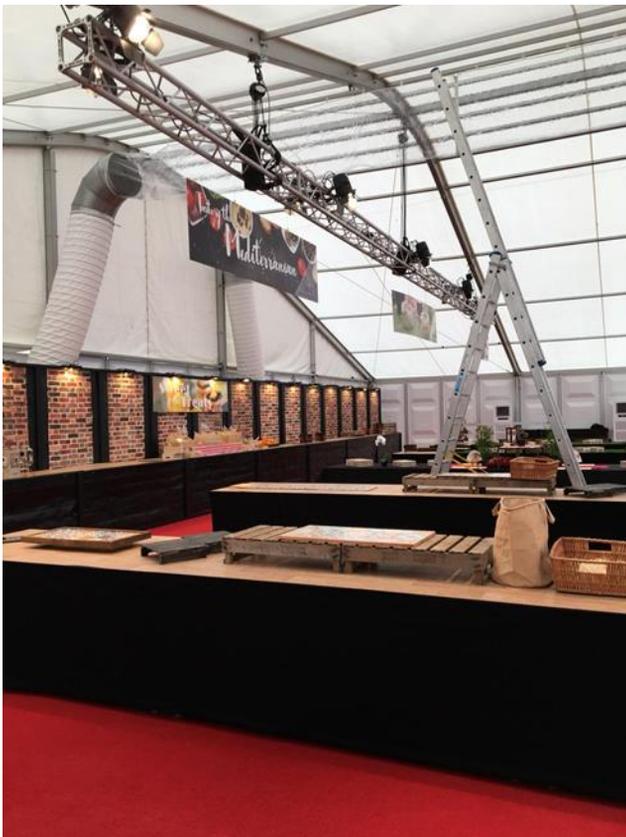
**EVENT: INNOVATION EXPO**

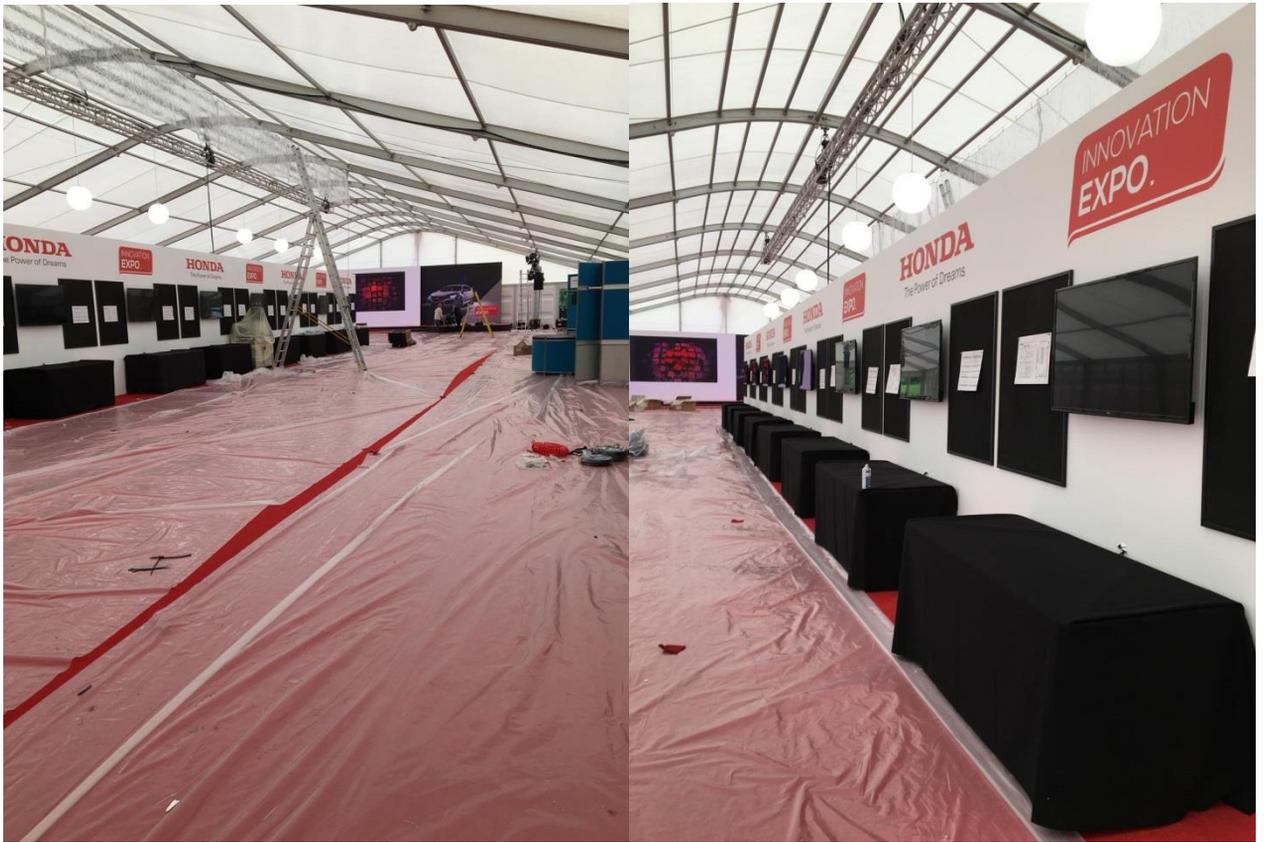
**EVENT TYPE: CONFERENCE AND EXHIBITION**

**DATE: JUNE 2019**

**LOCATION: HONDA, SWINDON**

**NUMBER OF DELEGATES: 700**





## THE OBJECTIVE:

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Honda host this as an annual event at their Swindon site; the primary objective is to give staff the opportunity to present innovative ideas from all areas of the business. Their ideas are presented amongst their peers throughout the day, but also to a panel of judges at different stages of the competition.

There is a tech exchange area for apprentices to demonstrate to one another their designs, allowing networking and education between different business areas.

The leading innovations and teams from the day will then progress to the next level of the competition, with locations taking place worldwide and the leading design at the end is considered for workplace implementation and is seen internally as a top-level achievement.



## CHALLENGES:

There were several challenges that had to be identified and addressed at the early planning stages of the event. These included:

- Delegate journey and security
  - As the event was taking place on the client's site itself, we had to carefully consider the delegate journey - from arrival at security check points, to best car parking locations, through to movement to the marquee itself and the nearby buildings; all the while ensuring the security and access to the site itself and restricted areas were not compromised in any way. We worked closely with on site teams and security to run through our suggestions and put together a site plan that worked for all, incorporating security checks at appropriate points.
  - The security in the set-up period was just as important, we had to ensure we were not disrupting day to day activity, as we were working on a live site, managing the supplier timings and details at all stages so we were aware of who was arriving or on site at all times.
- Weather
  - The weather played a factor in the design on the site plan, despite taking place in June we were still reliant on good weather for some aspects, particularly the marquee itself as this was constructed on a large grassy area. Due to a large part of the event taking place in the marquee we had to ensure that relevant access points were suitable for a high footfall, and vehicle access for set up and deliveries was suitable and not too far from the marquee itself. We ensured relevant walkways were covered by all weather matting and allowed additional time for set up, ensuring no delays caused by any detrimental weather.

## THE SOLUTION:

For this event we provided a solution that utilised the clients site itself, designing and constructing a marquee structure and site plan for an event with a footfall of 700 delegates throughout the day.

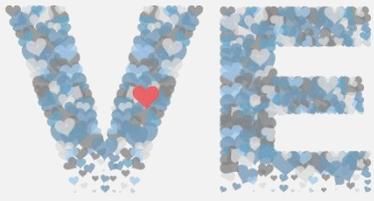
By having the event on site it allowed for employees travelling worldwide to see another site in person, it also eliminated venue hire charges. It allowed us more flexibility on what we can do with the venue and allowed the use of on site meeting spaces for break outs or private meetings, without incurring the cost of syndicate rooms or risking no availability.

We managed all suppliers for the event, ensuring adequate access, security clearance and communication was in place at all times. We planned in and worked to a two week set up to allow for the construction of the large marquee and surrounding aspects of the event such as the matted pathways and delegate touch points, we had to also allow time for those individuals/teams presenting to set up their stations and exhibits. The event then ran for one day, with delegates arriving in the morning and networking with refreshments around the exhibitions available in the tech exchange area. There was also a short presentation hosted for senior staff within the refreshment/networking area of the marquee.

Groups then split off throughout the day to complete formal presentations to panels of judges, before an announcement at the end of the day of the winners and who would be progressing to the next stage.

We also moved the group outside at one point, where there were new car models available on show and for staff to see – we then had a drone image of the group as a whole to commemorate the annual occasion.





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