

MAN Truck & Bus UK Sales Conference

Venue: Crewe Hall, Crewe

Number of guests: 120

Organiser: Venues & Events International

Date: 15th-16th June, 2017

Client: MAN Truck & Bus UK



Objectives



MAN Truck & BUS UK, a leading supplier of commercial vehicles, buses, coaches and industrial engines, holds a conference each year to update its sales force on business plans for the year ahead.

The company also needed a series of break-out workshops to discuss relevant issues such as after-sales, CRM, campaigns and rental.

The sales force needed to come together from all over the UK and have ample opportunities to network with each other and acquire the knowledge needed to carry out their day-to-day roles in the year ahead.



Solution

A business meeting and workshops were held throughout the day on the 15th June.

Four breakout workshops were designed specifically to tackle the issues most relevant to the day-to-day roles of the UK-wide sales staff.

A dinner was then held in the evening of the 15th June, onsite at Crewe Hall, before delegates left the next morning.

The sales force hadn't been together for over 12 months so the dinner was a low-key opportunity to re-establish relationships and network with peers.



Verdict

Martin Pickering, Marketing & Communications Manager

“This was the first event managed by Venues and Events International since bringing the agency onboard. Despite it being a low-key sales conference with no entertainment or off-site activity, the team gave it the same professionalism and energy, they would have shown for a more complex event. They gave us a short-list of venues and were responsible for all the arrangements onsite including delegate registration and movement of the groups during the day. They did a fantastic job and we are currently working with them on the launch of a van in September.”

