

CASE STUDY: PARTNER CONFERENCE

“ REED & MACKAY WERE FANTASTIC. THE EVENT WAS OVERWHELMINGLY SUCCESSFUL ”

BUSINESS DEVELOPMENT DIRECTOR, GLOBAL LAW FIRM



Located in Singapore



£2m total event spend



Delegates travelled from 16 countries



Financial management including cost savings of £590,979.46 showing a 30% saving in value adds and negotiated costs



Meticulous process documents prepared for all members of onsite staff and the client



Over 80% of delegates rates Reed and Mackay's onsite logistics as Excellent



Ensured event was in line with all environmental regulations with sustainability always in mind



Flexible event planning approach - an extension of the team



Detailed data analysis throughout the event to be used for future event planning



CASE STUDY: CHRISTMAS PARTY

“ THIS WAS WITHOUT A DOUBT THE BEST WORK CHRISTMAS PARTY EVER ATTENDED. REED & MACKAY VALUE THEIR EMPLOYEES AND THIS WAS EVER MORE CLEAR ON FRIDAY. THANK YOU TO ALL WHO HAD A PART TO PLAY IN PUTTING UP A GREAT DAY...GOOD LUCK TOPPING THAT ONE NEXT YEAR ”

BUSINESS TRAVEL CONSULTANT, REED & MACKAY



Located in London



£70k total event spend



Financial management including cost savings of over £10k owing to strong Reed & Mackay supplier relationships



Highest feedback response rate received from a company event



Extensive Winter Wonderland and Narnia theming



Awards Ceremony, catering and evening entertainment



85% of attendees felt their brand awareness of event sponsors increased



75% of attendees rated the event as “Very Good” and above



CASE STUDY: RECRUITMENT INCENTIVE

“ I THOROUGHLY ENJOYED MY TRIP AND ENJOYED EVERY MOMENT. ”

RECRUITMENT CONSULTANT



Located in Barcelona



£80k total event spend



Over 70% felt the service provided by the Reed & Mackay host made the trip more enjoyable



Over 90% of attendees rated the entire event as “Excellent”



95% of attendees rated the destination and hotel choice as “Excellent”



Replicated event for two different delegate groups



Luxury catering, exclusive catamaran excursion and VIP nightclub experience

