



TALK TALK - BUSINESS SYMPOSIUM  
Goodwood Estate / United Kingdom

in2events



In 2 Events were tasked by TalkTalk Business to provide a full service event management solution and find a fun, exciting venue on the South Coast of the UK that would entice their audience to travel to be part of their Direct and Partner Symposiums in January 2016. The venue for the event needed to have good accessibility from major motorways and also good flight routes, but also needed to feel exclusive, different and special.

The goal of the event was to build stronger relationships with their most important direct customers and to utilise the opportunity to show their C-Level partner guests why it is essential for them to work even closer together. The audience needed to walk away from this event armed with the knowledge that would help them grow their businesses over the next 12 months.

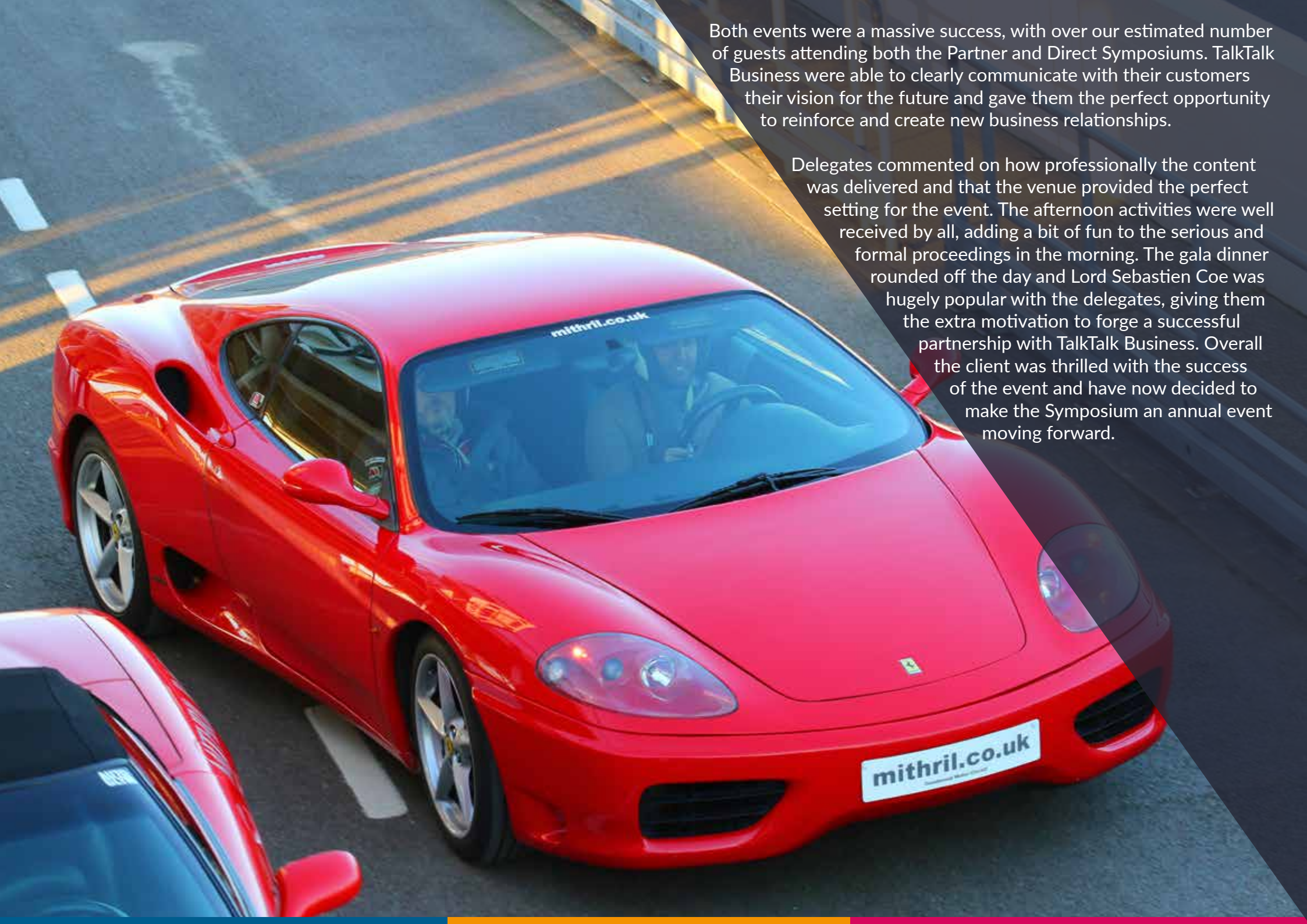


After conducting an extensive search into stand-out venues on the South Coast including country house hotels and a fort in the middle of the sea, the client decided to move forward with the Goodwood Hotel and Estate for both the Direct and Partner Symposiums. Originally the events were planned to be in separate venues but the offering from Goodwood stood out so much we took the decision to stage them together.

Both events ran the same across the two days with morning plenary sessions followed by afternoon activities. The formal morning sessions included a number of presentations, interactive discussions and a panel debate. We then made full use of the facilities on offer at the Goodwood estate with delegates enjoying racing classic and super cars around the Goodwood Racecourse and grapefruit bombing from Cessna planes from the Goodwood Aerodrome. The Goodwood Hotel were also able to allocate us 80% of their bedrooms, perfect for accommodating the 70 delegates and staff that attended each day and provided us with exclusive use of all meeting space.

The gala dinner that followed each day was staged exclusively at the prestigious Goodwood House, home of the Earl of March, where guests enjoyed a three-course dinner and an inspirational talk from Lord Sebastien Coe.

We worked closely with TalkTalk Business to create an enticing event brand and ensured this was consistent across all collateral including the event website, invites, onsite signage and full set design. To ensure the content for the day was delivered professionally we designed a full set and stage to give the client the platform to communicate their key messages and managed all AV requirements.



Both events were a massive success, with over our estimated number of guests attending both the Partner and Direct Symposiums. TalkTalk Business were able to clearly communicate with their customers their vision for the future and gave them the perfect opportunity to reinforce and create new business relationships.

Delegates commented on how professionally the content was delivered and that the venue provided the perfect setting for the event. The afternoon activities were well received by all, adding a bit of fun to the serious and formal proceedings in the morning. The gala dinner rounded off the day and Lord Sebastien Coe was hugely popular with the delegates, giving them the extra motivation to forge a successful partnership with TalkTalk Business. Overall the client was thrilled with the success of the event and have now decided to make the Symposium an annual event moving forward.



"I couldn't quite sign off this week without once again thanking you for helping us put together what proved to be a very successful event. Looking forward to discussing with you and the team how we'd like to step it up again next time"

Marketing Campaign Manager,  
TalkTalk Business

# TalkTalk Business SYMPOSIUM 2016



- 10.00 Welcome
- 10.10 Global Business Strategy
- 10.30 The Future of Business & Tech
- 11.00 The Age of Cyber Security
- 11.25 The Age of Cyber Security
- 11.55 The Age of Cyber Security

