

RECENT EVENTS

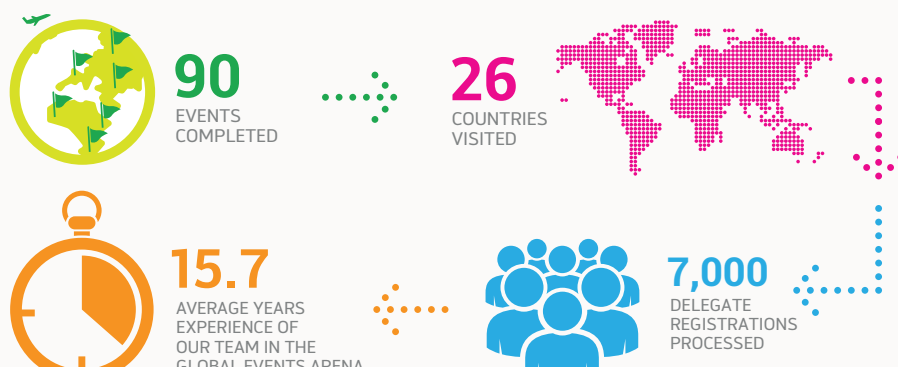
NEW TEAM MEMBERS

LATEST FROM ACTIVATE HQ

STAYING CONNECTED

Here is the latest Activate Update newsletter.

2016 SO FAR....



What have we been up to?

As we enter the last quarter of 2016, this is just a brief showcase of our most recent activities. September in particular was a very busy month with no less than 11 events in 8 different destinations stretching from Berlin to Buenos Aires and Copenhagen to Qatar...and various locations in between. So here are some highlights...

TECHNICAL CHALLENGE OF THE YEAR...

A complex, high-profile European event for a world-leading technology company. Delivered at The Crystal in London our task was to unveil a 'game-changing' new diagnostic instrument in dramatic style to 300 invited customers and industry press. Our challenge was simply that the instrument in question measured over 5m in length and weighed in at a mighty 1.5 tonnes.

Our expert team put their thinking caps on and deployed a custom-designed and manufactured box which completely concealed the instrument before the box was raised on hoists supported by a truss system with an elaborate array of lighting and a dramatic musical accompaniment to create a perfectly-timed, spine-tingling launch sequence in front of the assembled audience.

If you'd like to know more, then feel free to check out the full case study [here](#)...



SMALL BUT PERFECTLY FORMED...

From East London, we hopped across the city to Twickenham stadium, the home of English Rugby to deliver a small but exclusive event for just 60 delegates on behalf of one of our FMCG clients.

The "full-on" programme included the announcement of new plans and designs for one of their leading personal care brands, interspersed with stadium tours, gala dinner and the highlight of the event – a sponsored charity team building project. Delegates took part in a range of activities including a triathlon, cake sale at a local market, 30-mile cycle ride and a roof-walk over the iconic O2 arena (amongst others) all of which raised a magnificent £15,000.00 for the local Air Ambulance service.



AN ARABIAN ADVENTURE...

A 2-day international Diabetes leadership forum, hosted by the Minister of Public Health in Qatar. The forum brought together world leading experts and over 300 local delegates from local businesses and health organisations, to discuss and agree the ambitions, priorities, solutions and actions for improving Diabetes care and reversing the Diabetes epidemic in Qatar.

This high-profile forum was strengthened with the support and presence of the Qatari Prime Minister, and was covered by local media outlets, with articles appearing on the front page of major newspapers.

The Activate team handled all delegate management, onsite logistics, AV production, speaker travel and local transportation, coordinating the complex programme of arrangements with multiple local and international stakeholders and sponsors to produce an impactful and high profile event.



NEW TEAM MEMBERS

Join us in welcoming our new additions to the team.



Simon Beard
Account Director



Rob Hyde
Creative Designer

Simon brings a wealth of global healthcare experience having worked at senior level with other large international events agencies and he joins the Activate leadership team as Account Director focusing on our healthcare portfolio.

Rob's background includes leading design, creative development and photographic art direction for major entertainment brands and retail promotions, from packaging design, product launch advertising, wall graphics, large format outdoor displays to trade press. We are therefore delighted to welcome Rob as he heads up our expanding creative design capability.

THE LATEST FROM ACTIVATE HQ



MACMILLAN COFFEE MORNING

The team raised a total of £130 for MacMillan Cancer Support, while enjoying some delicious home baked treats – enough so they lasted the whole week! Congratulations to our champion baker, Vanessa, for winning the in-house bake-off with her chocolate 'Activate' cake.

STAYING CONNECTED

At Activate we like to stay connected, while making sure our team constantly updating and expanding their product knowledge. We would like to thank the following hotels for visiting us recently to showcase their latest portfolios:

HILTON

ACCOR

PARK PLAZA

HEATHCOTE & ASSOCIATES

HOSMARK

MOVENPICK

MARRIOTT

HOTELS DU ROY

MILLENNIUM

GREAT HOTELS OF THE WORLD

MARITIM

HOTEL REPUBLIC

DE VERE

We hope this brief overview of our company is helpful and look forward to working with you on future projects and to developing a successful business relationship between our two companies.

Ken Carter - ken@activateevents.com