



CASE STUDY

Contract: 3Com Live!

Client: 3Com

Location: London

“This group of people really know what they are doing. They take all the prep work and organization off our hands so those involved with the Event can focus on their job.

“Their value does not stop at the preparation, they make the Event run as smooth as any corporate event I have ever attended... [staff] are not completely burned out by the end of the Event.

“They have an awesome evaluation system that gives the presenters direct feedback. This is invaluable!

“It allows presenters to make adjustments throughout the Event and provides detailed evaluations to ensure we make annual adjustments.”

Bryan Flandro, 3Com

Description

3Com Live! is 3Com's flagship event. Held annually it brings together top executives from 3Com USA for a leading training program for Network Engineers, Sales Partners, End User Customers and 3Com internal Sales and Network Engineers throughout Europe, Middle East and Africa.

This is the 9th consecutive year that TEAM have been awarded the contract for this prestigious event.

Brief

Manage delegate movements during this highly complex event in a 600 seat plenary room, 24 classrooms, over 5 days.

Create and manage an agenda of 30x 70 minute training sessions, in 8 languages, with 25 delegates per session, in 2 waves.

Delivery

TEAM take responsibility for all logistics - audio visual, on-line web registration, sponsorship, accommodation, visas, airport transfers, on-line payments, agenda development and production, event materials, printing, catering, shipping of equipment, staffing, delegate giveaways, two social events and large exhibition demonstration area.

TEAM arranged the training sessions and networking evenings including a Café Demo Exhibition evening where external exhibitors (paying) were given a fully themed gala dinner.

The exercise that makes this event stand out is that after the training is complete each delegate is given an exam. TEAM provides a form that is based on the same format as a feedback form and the exams were 'marked' by scanning them on site with the Top Achievers congratulated in the closing session a mere 30 minutes after the exam finished.