

Fact File

Client	:	Vodafone
Event	:	National Retail Conference
Attendees	:	500
Venue	:	Celtic Manor Resort
Location	:	Newport, South Wales



Brief

Vodafone wanted to hold their annual National Retail Conference, over two days for store managers and senior management from Head Office. Jarvis Woodhouse have organised this conference for the past two years but the brief this year was to take the conference to new heights both in terms of numbers attending (500 delegates from throughout the UK) and in its morale-boosting effects.

The brief specified a venue with good motorway access to a suitably impressive setting, offering conference and hotel accommodation as well as display space for a small supplier exhibition with 20 syndicate rooms.

The package was to include a two night stay with all meals, flights and transfers, celebrity conference host, celebrity key-note speaker, all staging, AV and video production, workshop sessions, Gala Dinner and Awards Ceremony, design and production of all support materials, full administration and event management

Our response

The main conference room was set up for 500 theatre style with rear projection with a large set reflecting the theme of the conference “Nobody Does It Better” and carried through to the Gala Dinner and Awards Ceremony in true Bond style. The conference was opened and hosted by TV presenter Jenny Powell, the first in a succession of celebrity guests and appearances, all underlining the conference message. A supplier exhibition ran throughout the duration.

During dinner, delegates were expecting an evening presentation by the Head of Finance, however, the sales figures were in fact swiftly interrupted by our samba band marching in playing the ‘Groove’, drums blazing and whistles blowing.



Delegates were then split into smaller groups in order to learn how to play the instruments, then returned to the main room where all 500 played as one band.

On the second day it was back to the main conference room for a number of spirited presentations by various Vodafone staff. The ‘graveyard slot’ before lunch was billed as a mystery guest, five times Olympic gold-medallist Sir Steven Redgrave, whoa speaking mingled with the delegates over lunch.

For the afternoon session the delegates were split into 20 groups and rotated around interactive break out sessions on sales, marketing, customer service and finance. After a quick fire quiz back in the main conference room, the conference drew to a close with Head of Retail summing up the key messages.

However, there was one last surprise for the delegates as the London Community Gospel Choir entered the room singing 'Proud' and continued with a rousing performance that left the delegates transfixed but on their feet.

Gala Dinner and Awards Ceremony

Guests arrived (dressed in their favourite Bond costumes) for pre-dinner drinks (martini, shaken not stirred) to be greeted by James Bond look-alikes and villains, and called through to dinner by a Sean Connery sound-alike.

The main conference room was transformed with flaming sticks of dynamite, stunning panels depicting the drama, action and exotic locations from the world of James Bond.

Each table was named after a different 007 film or character, with a selection of spy kits, fake guns, party bombs, disguise kits to add to the entertainment. The Awards Ceremony was hijacked by Blowfinger and his white cat stealing the award winners names – the delegates all worked together to retrieve the names through a series of fun challenges and the awards ceremony proceeded with much celebration. Our band 'Souled Out' kept the guests entertained on the dance floor until the early hours.