

Case Study: Leaders Week - Twickenham Sport Business Summit

Client: Leaders

Project Managers: Leaders and ARC UK - Inc. Managed Installation Partner

Project Title: Leaders Week - Twickenham Sport Business Summit

Scope of Works: Multi-Faceted Print and Application Solution. Consult, survey, assess, produce, deliver, and apply multiple scale visuals in a diverse range

of materials and finishes - transforming Twickenham Stadium into a multistage networking event for over 1500 delegates.

Sub Scope: Working with Leaders and a wide range of organisations to create a plethora of rooms, stages, conferencing hall and fringe events, within a broad spectrum of the stadium's vast event space - offering a complete turnkey service in record time.



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PROJECT

ARC supported Leaders with their prestigious Twickenham Sports Business Summit by providing a full-scale visual transformation of one of the world's most iconic sporting arenas – creating a premium conference and content platform for Leaders in Sport.

From 5 – 7 October, Leaders Week London gathered over 1000 industry leaders for an unrivalled series of knowledge-sharing, experiential, networking and social events, whilst also enabling this truly captivating experience to be shared globally by online attendees.

The event also hosted some of the most recognisable legends from the sporting world, and leaders in global sporting achievement - all within a diverse range of meeting and presentation rooms, areas and stages, which became unique focal points of engagement for the attendees.

THE PRIMARY PURPOSE OF THE EVENT:

Make Connections and Shape tomorrow

ARC has been working with Leaders to engender the epitome of uniqueness, within their event environments, by engaging with their creative minds and helping them

to discover what is achievable within a hosting space – Atmosphere, Colour, Vibrancy, Excitement, Fulfilment...

As with all great business partnerships, our Journey with Leaders began with a friendly conversation about directional aspirations and evolved into a mutually beneficial relationship, built on trust and a clear understanding of what needs to be achieved - Why, Where, When!

Every conceivable print process and material variable is applied to Leaders Events to ensure each venue becomes a showcase of memorable experiences and relationship development.

ARC's Print Services encapsulated a major element of our service provision; however, our overall responsibilities focused quite literally upon the creation of an iconic venue... within an iconic venue

ARC's Pan European Head of Sales - Darren Moorhouse - has been working with Leaders for 9 years at highly prestigious events all over the planet - including New York, Chicago, Las Vegas, Shanghai, Florida and Los Angeles – and during that time has built up a working relationship he describes as hugely important to him

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personally and massively important to ARC... not only because of the welcome kudos it affords our business but because of the uniqueness of the occasions the respective teams involved - from Leaders and ARC - help each other to create.

THE VENUE: "I'm a huge Rugby fanatic and Twickenham Stadium is the home of England Rugby and the largest dedicated rugby union venue in the world, seating up to 82,000 people".

I have to say I was always extremely conscious of ensuring the transformational imaging we applied to this incredible venue not only lived up to the high expectations of our client but also paid homage to what I have often described as London's colosseum of sport!

The work involved in making this event so truly memorable left us all physically and mentally exhausted; however, the end result made us appreciate that everything we did - and every hour we collectively worked by engaging with their creative minds and helping them to discover what is achievable within a hosting space - Atmosphere, Colour, Vibrancy, Excitement, Fulfilment...

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THE SERVICE DELIVERABLE: Full brand management and delivery of a multiple range of print and immersive visual experiences.

“The scope of the work required to transcend the expectations of our client and afford the event and venue the respect it deserved, presented us with many

challenges we embraced with all our usual gusto and enthusiasm.

Our Design Team - Lead by Rhys Burton - had full responsibility for brand management on every item of print we delivered, and our Customer Success and Installation Partners supported our production team to ensure we were able to deliver what we all considered to be an amazing array of visual brilliance - thankfully, this opinion was supported by the Leaders Team!

I am always hugely humbled by the amazing feedback we receive from the Leaders Team when we have been involved with them in creating these amazing event experiences for every attendee. My upmost thanks are always extended to each and every one of them for their unwavering help and support, before during and after the event!”

We have also worked globally for Leaders delivering events in London, Shanghai, Las Vegas, Chicago and Miami.



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CLIENT FEEDBACK: We are delighted to have received the following feedback from the Managing Director of Leaders – Laura McQueen

CLIENT RESPONSE

As Managing Director, Laura is responsible for all the strategic planning and tactical implementation of marketing across the business - spanning brand, digital, content, communications, and CRM.

"I'm very fortunate to have been a member of the leader's team since 2014 and I can honestly say that working with the ARC team, and Darren in particular, is an absolute pleasure and the results they produce for us are nothing short of miraculous, in every sense!"

It's not just the quality of work they produce on such a consistent basis, their collective client services and interpersonal skills also transcends anything else I have ever experienced when working with a strategic partner.

We also have a level of trust in them to deliver on time and with the optimum level of dependability which is an exceptional characteristic in any walk of life and in any situation where there is an absolute reliance upon quality and value.

As always, with an event of this scale and complexity, there are times when I genuinely wonder if our collective efforts will accomplish what we set out to achieve from all our initial ideas and visualisations – I should know by now not worry so much because with ARC's help and support, we ALWAYS do, and the end results never cease to amaze and delight in equal measure. It was hugely gratifying to see so many sublime manifestations of hypnotic graphics and stylised ambience within such a wonderful venue and, as always, it was an absolute pleasure working with all the teams involved - from inception to completion".