

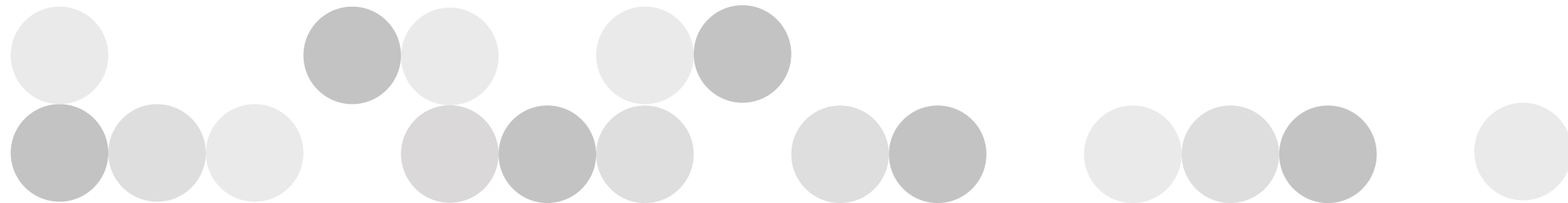


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# About us

Activate is a full-service event management agency staffed by a dynamic, resourceful team with extensive expertise and experience in the global events sector, spanning...

Event logistics

Delegate management

Audio visual production

Event strategy & content development

Creative design & branding

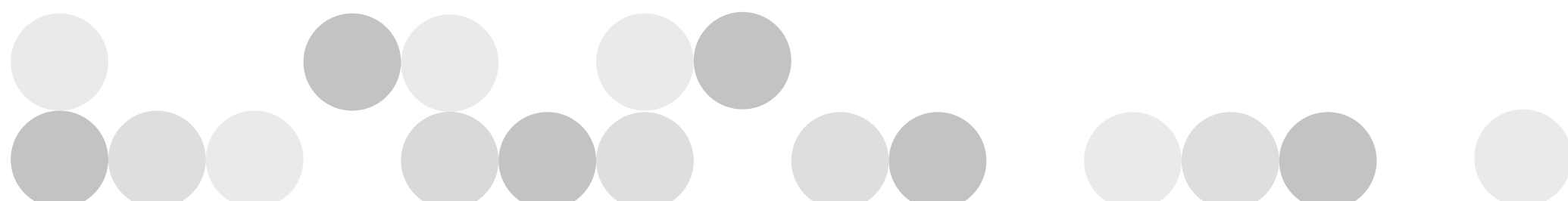
We operate globally on behalf of an eclectic client base spanning finance, healthcare, electronics, construction & FMCG, organising all kinds of events including conferences, product launches, awards shows and experiential programmes.

Typically, we deliver around 100 events each year in 20+ countries, whilst managing audiences from as few as 30 to over 3,500 attendees.



## welcome to OUR world

We will therefore bring a truly global perspective to our relationship with you, being perfectly placed to introduce new, fresh and invigorating ideas & concepts and innovative leading-edge technology which will combine to engage, stimulate and energise your audience.



# Meet the team

Here are the people who help your event take off.  
Every one of us has been trained to deliver.

Every one of us has clocked thousands of hours of  
hands-on event planning and delivery experience.

Every one of us cares and will help.  
So, let's say 'hello'. It may be the beginning  
of a very worthwhile conversation.



PAUL  
BOWIE



LOUISE  
GREIG



KEN  
CARTER



SIMON  
EDWARDES



RACHAEL  
WHITE



AMANDA  
STREVENS



LIZ  
PIM



MEGAN  
WHITTY



SARAH  
HIPKISS



TIM  
WESTON



BIRGIT  
PEELMAN



ROB  
HYDE



NICK  
LANG

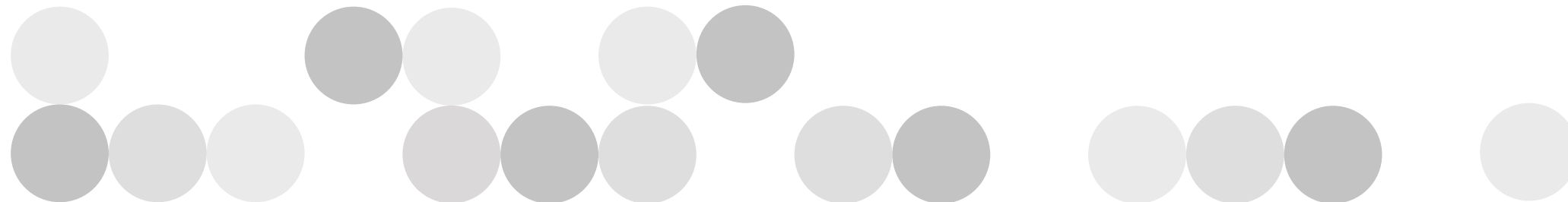


# Event logistics

Seamless, streamlined logistics is the foundation for every great event and it ensures your delegates' experience is memorable for all the right reasons.

Coordinating flights, visas, hotels, restaurants, ground transportation, team-building, entertainment and a whole host of other details is what we do best. We take the pressure & organisational stress off your hands to let you focus on your own priorities.

We know the strength of our relationship with you is critical and we care about giving you a superior experience; seamless, straightforward communication, clear visibility over the progress of the event, access to our team from your keyboard or phone, visibility over spend and comfort in knowing that your requirements, however small or unusual, have been taken care of.





# Event design

Working with the end goal always in sight, we research and understand your environment to create relevant, contemporary cutting edge design that wows.



**DESIGN ELEMENTS - PRODUCT BRANDS - EXPEDITION 2024**

**HOW TO APPLY**  
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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcor per suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrent in vulputate velit esse molestie con sequat, vel illum dolore eu fe ugiat nulla facilisis at vero eros et accumsan et justo odio dignis-sim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**PRIMARY LOGO**

**SINGLE COLOUR LOGO**

**COLOUR PALETTE**

<b>CMYK</b> C0-M49-Y74-K58	<b>CMYK</b> C0-M49-Y00-K0
<b>PANTONE</b> 534C	<b>PANTONE</b> 144C
<b>RGB</b> R0-G48-B84	<b>RGB</b> R249-G149-B29
<b>HEX colour</b> #003054	<b>HEX colour</b> #E85C1D

**Other logo versions**

**EXCLUSION ZONES**

Use the 'E' from within the SpecSure logo as a means to measure the exclusion zone required.

**WRITTEN FORM**

Minimum height: 12mm - 100px

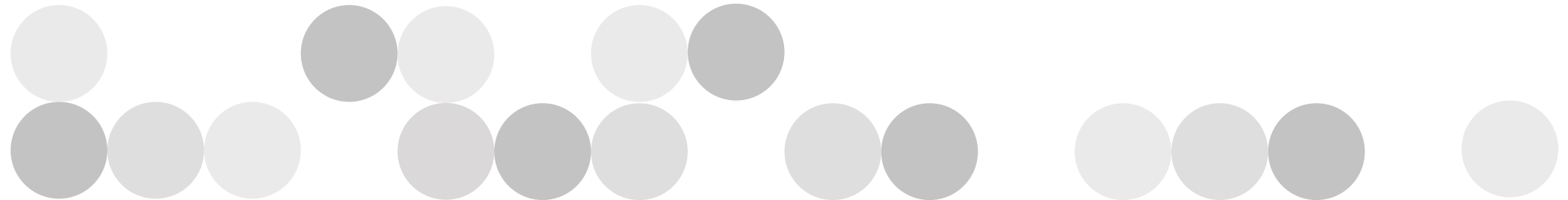
BRITISH GYPSUM BRAND GUIDELINES 30





# Event execution

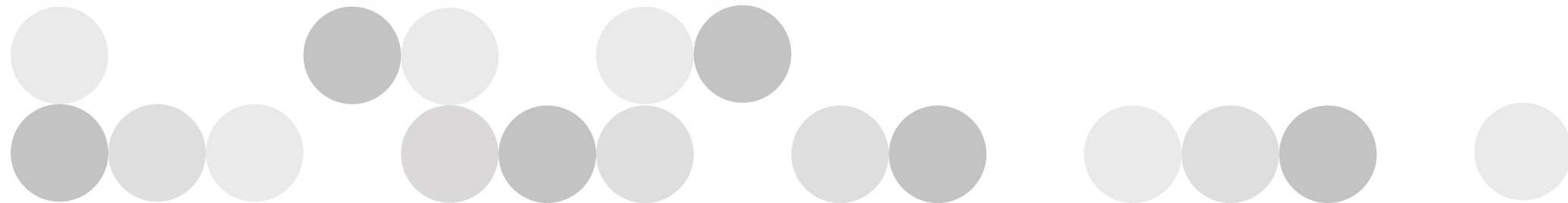
We execute our innovative, creative & technical concepts consistently across the complete, polished portfolio of event collateral and venue branding to bring your event to life.





# Collateral design

From concept origination to execution, we can design a complete suite of stunning event collateral to wow your audience, before, during and after your event.



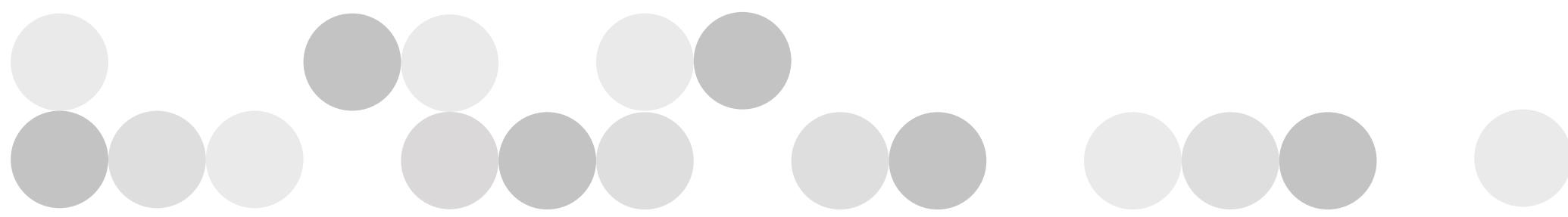


# Event production

Production is not just about staging, lighting & sound. It's about creating the perfect environment in which to communicate your message clearly and in ways which will engage and energise your audience.

We do not force square pegs into round holes. Instead, we will listen closely to your requirements and objectives and will develop a thoughtful strategy that aligns with your specific vision, delivering technical and creative solutions, and attending to each detail to ensure that your event's final design exceeds your expectations.

We will deploy a dedicated operational team, each with extensive expertise who will be at your side throughout the planning and execution of the event and will ensure that your experience with us is both uncomplicated and efficient.

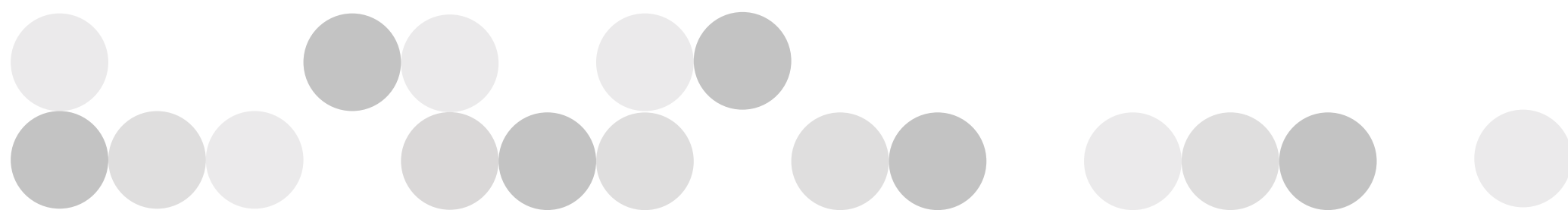




# Exhibitions & trade shows

Our creative and production capability extends to exhibition design & build and in conjunction with our specialist partners we can provide an all-round facility from bespoke exhibition installations with full project management, to high quality modular systems and a range of portable display stands and accessories, all of which are specifically tailored to suit wide-ranging locations, event types and budgets.

We understand the unique challenges that are often associated with exhibition projects, so our team are able to respond to your requests swiftly and in an organised and efficient manner from initial design concept to on-site installation anywhere in the world.



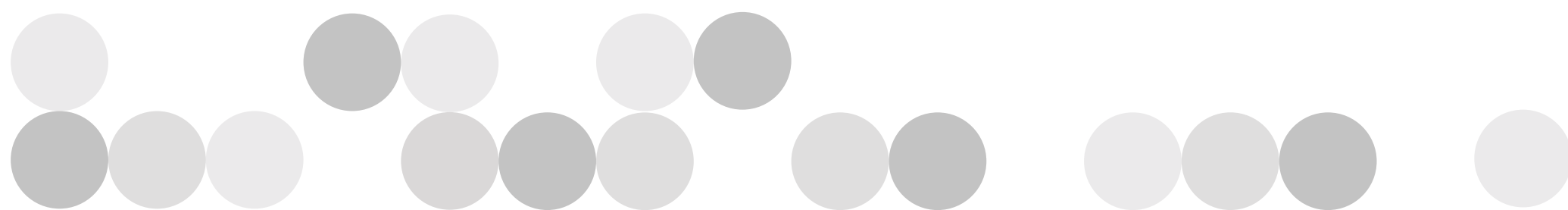


# Virtual events

When planning a virtual or on-line meeting there is a great deal to think about, from choosing a reliable, secure platform and managing meeting content through to inviting your audience and making sure your presenters are prepared.

Whether the audience is your own staff, suppliers, or customers, it's important to remember that virtual meetings require as much preparation as live meetings and, the professionalism with which they are organised and conducted ultimately reflects on your brand.

We can guide you through the critical 'ins' and 'outs' of virtual events, including the different types of platform and the organisational process that should be followed, no matter whether you're arranging a simple on-line meeting or a global webinar with thousands of participants.





# The results are in...

*"Senior management have commented that this is one of the best events we've ever done. We've never worked with an agency that was so 'on the ball.'"*

*"We very much appreciate all your efforts and partnership that enabled us to deliver high impact, highly professional, and very successful launch events. Your attention to detail, diligence, and flexibility were invaluable in our efforts to achieve our Quest!"*

*"Activate share the same passion and concern for our events as we do and they take ownership and responsibility for them. They are so professional and friendly, always coming up with suggestions and ideas whilst remaining very, very calming – even when we're not!"*

*"Activate have been simply awesome – they're a real example of a high-performing team."*

*"Activate are so professional – they always put clients and customers first."*



Global Marketing Conference,  
**Phuket,**  
200 attendees

EMEA & APAC Product Launch,  
**Lisbon & Singapore,**  
150 attendees

Financial Services Conference,  
**Paris,**  
1200 attendees

Global Diabetes Summit,  
**Copenhagen,**  
400 attendees

Healthcare PR Awards,  
**London,**  
1400 attendees

Global Incentive Programme,  
**Abu Dhabi,**  
100 attendees





# Get in touch



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THANKS