

# BrauBeviale2016

Raw Materials | Technologies | Logistics | Marketing

Nuremberg, Germany | 8 - 10 November

Vision Consulting Group (VCG) offers full-service bespoke packages for UK and global-wide industry leaders. Our consultants work closely with clients to provide tailor-made marketing solutions to increase their sales, productivity and profits.

The brief was to project manage the client's trade event attendance at Brau Beviale in Nuremberg on the 8<sup>th</sup>-10<sup>th</sup> November 2016. Billed as one of the major events in the industry, offered nearly 38,000\* trade visitors the opportunity to meet with 1,100 exhibitors on all aspects of beverage production ranging from raw material sourcing, technologies, logistics and marketing.

Vision Consulting Group (VCG) has previously worked with Americk Packaging on various trade shows. Brau Beviale is one example of the full service package offered to clients. Our team of experts provided logistics advice, sourcing materials and equipment and technologies on the stand and served as key contacts between the event organisers and the client, ensuring that the client's attendance was optimised at the event. We also developed the stand design, event specific marketing collateral including corporate presentations for use on the stand as well as for promotional give-aways.

## **The Stand**

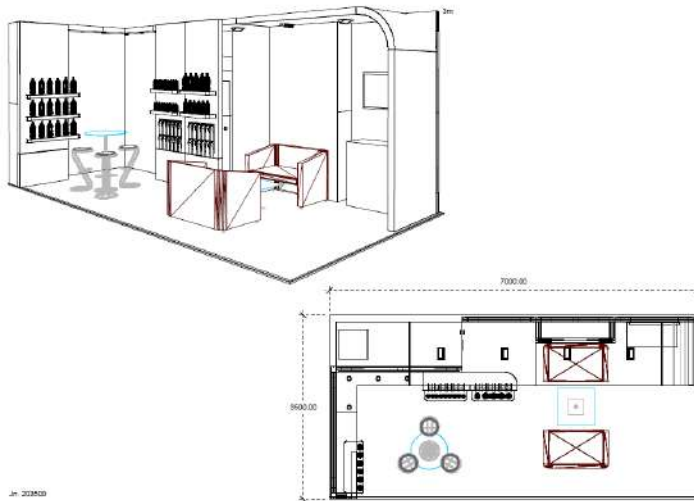
VCG worked closely with Nimlok to produce a stand incorporating the new brand identity and to display a variety of the products available to prospective contacts. Utilising the space efficiently, VCG and Nimlok produced a stand that was visually appealing, consistent with the corporate image and attractively displayed reel rods and sample products, making the stand enticing and an efficient space for meeting with potential contacts.



\*Source – [www.braubeviale.de/en](http://www.braubeviale.de/en)

## The Logistics

Our team began preparations for the event over five months in advance. Optimising the opportunities being offered by the event organisers and bearing in mind the client's end goals, we developed a live project plan that was kept up-to-date on a weekly basis that became the working document for all involved to refer to. The document included key contacts, floorplans, Gantt timelines, list of equipment and catering hired, checklists, artwork sketches and all aspects of the logistical planning in the lead up to the event.



The plan also included pre and post-event above-the-line activities including speaking at specialist seminars, news releases, advertising and social media. In addition to the important post-event follow up and capturing of key contact data during the event.

## The Event

Working with the stand construction company and the event organisers, the team at Vision Consulting Group ensured that the stand install was completed as per the project plan with items and technologies in place prior to the opening ceremony at BrauBeviale.

The client sales team were briefed on the technologies on the stand such as rolling presentations, laptop WiFi hook ups, QR scanner and questionnaires. Branded promotional items were also sourced which included pre-loaded USB pen drives with a bespoke corporate presentation in four languages.

The preparations ensured that the client had a stress-free event experience and could focus on making contacts with prospective clients and knowing that all aspects of the logistics and planning were taken care of.

Sales Director Michael Harkness commented "According to Brau event organisers, the buzz words for this year's event were 'creative beverage culture', our HD samples generated interest from global carbonated water bottlers and leading German soft drinks manufacturers. We spoke to several international organisations interested in our innovations and ability to produce bespoke substrate labels. All in all it was a very successful event for us. We are following this up with a post-show feature in a leading German packaging magazine."

To find out more about our Event Management services call **01244 560 605** or complete our simple Contact Form from the top of the website.