



Exhibitions and Events

Live Communications

Conferences
Consultants Briefing
Exhibition
Internal Launches
Motivational Meetings
Partner Control
Press Briefings
Product Launches
UK and European Programmes
User Group Meetings
Sales Conferences
Sales Meetings
Satellite Broadcast

Exhibitions and Events

Live Communications



Anderson Baillie Events is a specialist solution provider with a proven strategically led service developing successful experiential event programmes. To maintain our reputation for delivering memorable events, we are committed to captivating the right audience, shaping and communicating the message to generate the right response.

Specialising in the planning and deployment of exhibition and event centric projects, Anderson Baillie Events offer clients increased resources to meet the growing requirement for European and International campaigns. Anderson Baillie have built a strong reputation for delivering and implementing successful solutions for live events worldwide.

With over 18 years of experience creating, producing and project managing every type of event for a wide range of blue chip clients, Anderson Baillie Events have a proven methodology in the presentation of successful, memorable and effective productions.

How can we make your next event a logistical success? Anderson Baillie Events can execute sales conferences, motivational events, product launches, seminars, training sessions, road shows and exhibitions. Applying a strategically driven methodology to each so we ensure your goals are achieved.

Regardless of the type of event or if the service required is a one-off project or the implementation of a long-term programme, we can meet your business needs and ensure they are completed effectively and within budget. With excellent project management skills, Anderson Baillie Events allows you to take a step back from the logistics to focus on your communications message and business objectives.

Services include:

- Conferences
- Consultants Briefings
- Exhibitions
- Internal Launches
- Motivational Meetings
- Partner Channel Programmes
- Press Briefings
- Product Launches
- Sales Conferences
- Sales Meetings
- Satellite Broadcast
- Seminars
- Technical Briefings
- UK and European Roadshows
- User Group Meetings
- Web Broadcast

Service Support Available

We can either work within a consulting framework, acting as the backbone and navigator to your project, or we can work for you providing production management to cover every aspect of your event.

Event Planning

We specialise in venue selection, invitation and registration, staging, production, Audio Visual requirements and the organisation of all other project components that contribute to a successful event. Utilising both our on-line and off-line services to effectively co-ordinate all stages of the event process including providing advice for capitalising on the sales initiative gained by staging an event.

Delivery

Effective logistics management, enthusiastic and imaginative creative input, accurate project management – the logistics of utilising images, words, technology and people into one organic project is our responsibility.

Measurement

We have created solutions for some of the smallest and largest names in business, both within Europe and worldwide. All projects are measured against an agreed performance metric.



Implementing a successful strategy supported by strong delivery skills and analysis of the results is key to our success

Just some of the customers we work with:



Further Reading and Information

Integrated Marketing Communications

Read about our Integrated Marketing Communications and learn about a smarter way to market.

www.andersonbaillie-projects.com

About Anderson Baillie

Anderson Baillie is one of the UK's foremost authorities in the delivery of technical business to business marketing working in IT and other complex product markets. Managing all marketing disciplines and communication programmes, Anderson Baillie is responsible for the creation of Integrated Marketing Communications, providing a strategic vision through to implementation and planning for accelerated revenue generation.

www.andersonbaillie.com

Anderson Baillie

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Anderson Baillie Events.
Part of the Anderson Baillie Group solutions.