



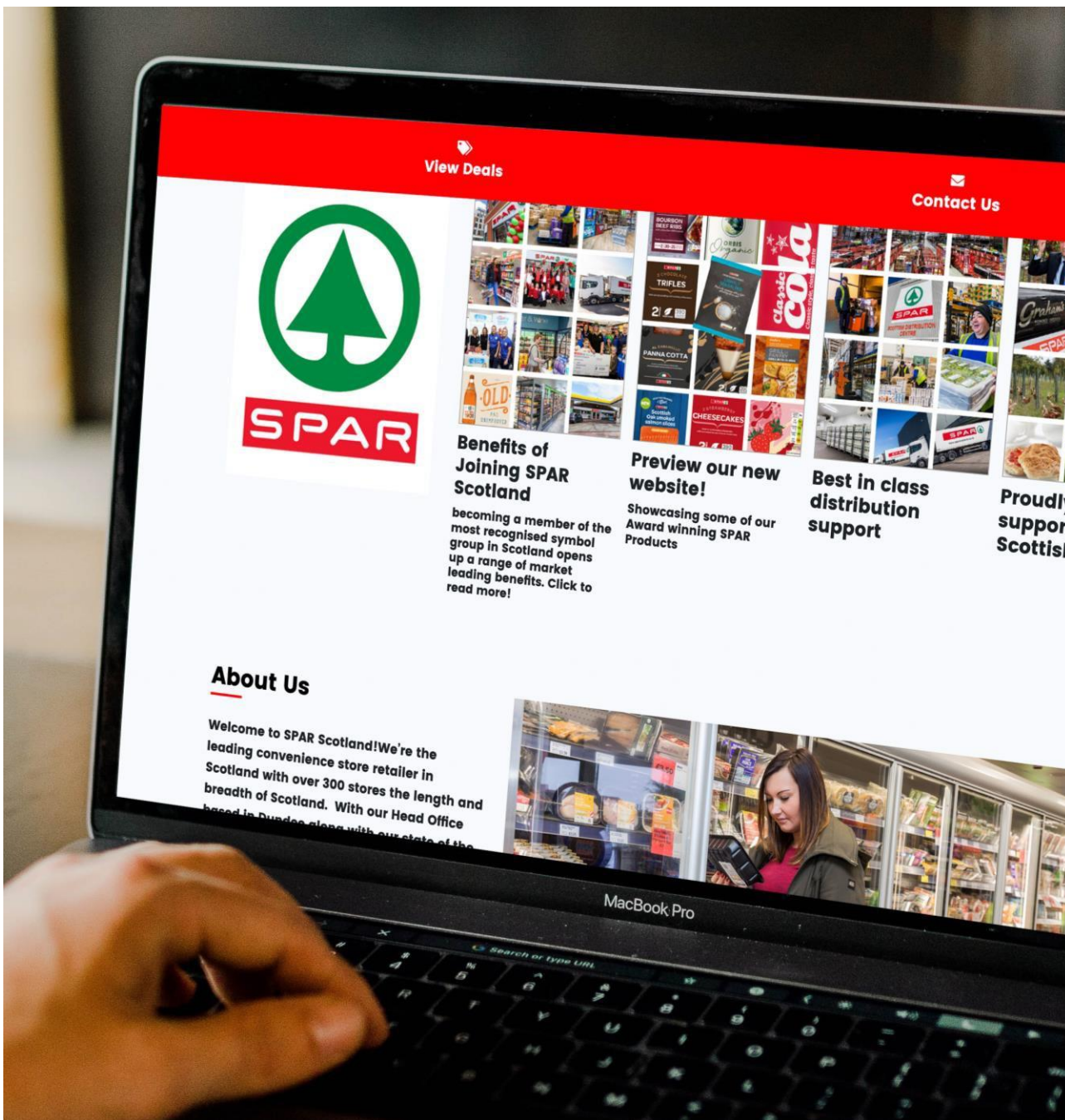
Virtual Case Study 2020

“I thought you were in cloud cuckoo land when you floated the idea by me 4 months ago, I’m now very pleased you did!”

As a creative experiences’ agency, we took SPAR Scotland’s feedback as a great compliment and testament to our ability to push boundaries and exceed expectations.

We started our journey with SPAR Scotland when their live event, like so many others, could not be hosted in spring 2020. The event has three primary objectives; to communicate annual business updates, generate revenue and to encourage networking within the industry.





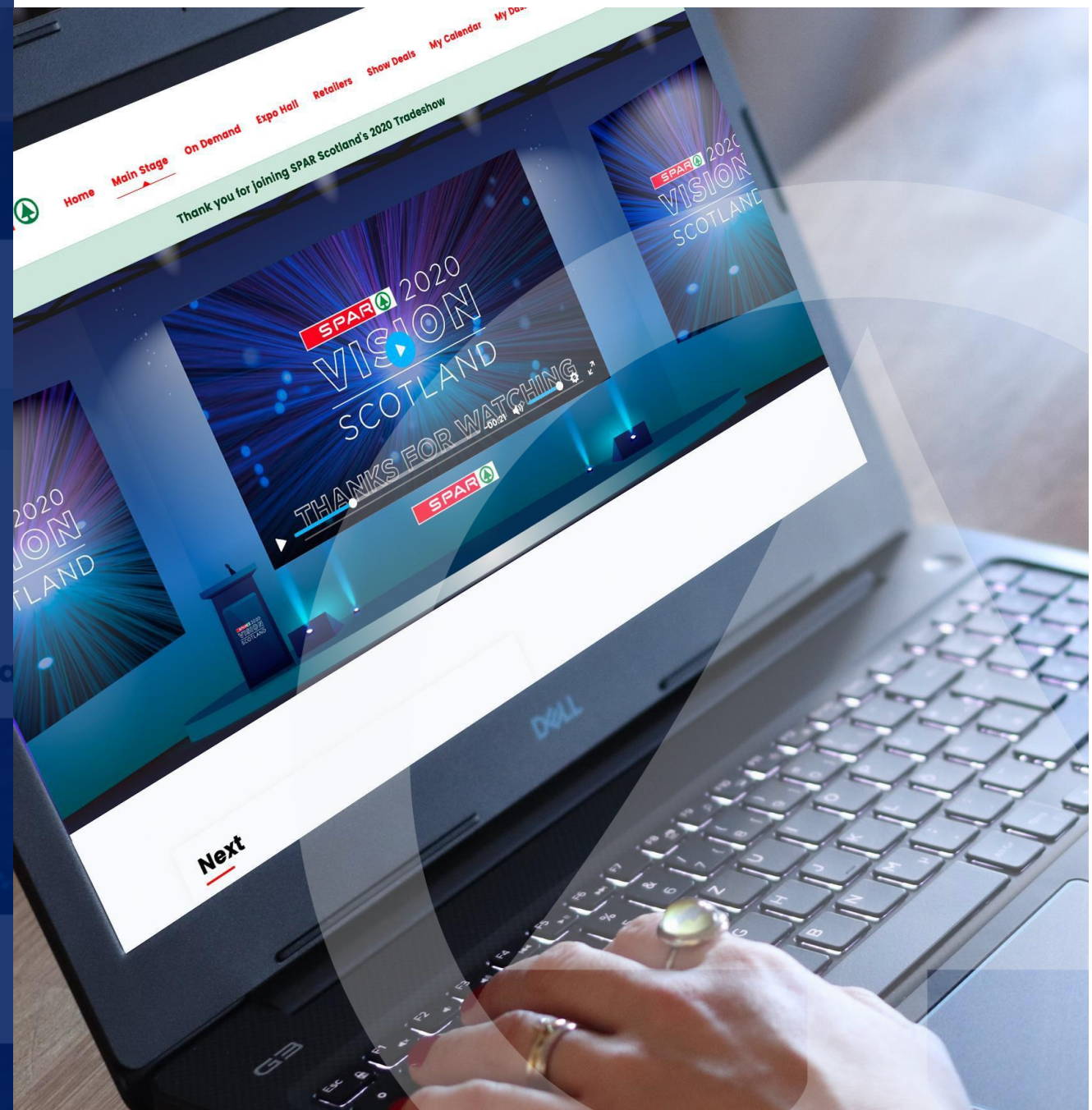
We helped CJ Lang & Son Ltd transform their annual live event to a completely bespoke, online offering. SPAR Scotland 2020 Vision Tradeshow hosted 170 supplier stands, 200 stores and up to 150 of their internal team. The transformation took place over a 12-week period and it was an absolute joy to see everything come together!

The portal hosted an array of features from 1-2-1 video appointments and downloadable content to main stage production and transacting deals on the day. Main stage sessions were hosted by SPAR, their sponsors and supported charities. The positive impact convenience stores have had on local communities shone through, throughout the day.

Our biggest challenge with virtual events is the misconception that the audience won't engage – or worse, won't attend! This event had over 18k stand views throughout a 10-day period with 7.5k of those being on the live day. During this time, the portal also hosted over 1.6k 1-2-1 appointments. Pretty good stats! We listen, we advise, we support, ensuring your virtual transition is a smooth one. We're not in cloud cuckoo land, we can show you success!

We delivered

- Delegate management
- Registration portal
- Website development
- Development and delivery of full virtual platform
- Delegate communication
- Project management
- Production, set design and filming of the business updates
- Virtual exhibition stand creation, build & collation



Exhibitor Testimonials

"Thanks so much guys your hard work was very apparent."

Erica Moden, Liberty Flights

"The overall day was successful and one of the better organised versions of these events I have 'attended' so well done."

Zoe Cooper, Get More VITS

"Had an absolutely storming morning/tradeshow so far. Lots of appointments, platform has been first class and support from XSEM/CJL outstanding."

Kepak

"Thank you so much for a fantastic day which was so well organised."

Esther Paul, Armagh Cider

"Everything was great thank you. From our side, we could not make enough appointments as we had colleagues off sick this week, however the ones we had were excellent and proved to be a good format to meet the retailers. "

James Hutton, Marshalls Food

"First, let me congratulate you and the team on an amazing event. It certainly seemed to go very smoothly! "

Steven Sturgeon, Belhaven Brewery

"The visuals were excellent; the presentations were very insightful and I applaud the effort in bringing together suppliers and retailers during this difficult period."

Chris Drysdale, Robinson Young