

Expertly Staged University Roadshow

Every year one of the global oil companies recruits the very best scientific students graduating from the UK's leading universities. To ensure they reach these top-quality students, the company runs promotional seminars touring all the key universities. A smooth-running roadshow needs superb logistics and the major London marketing agency appointed to manage the events needed some expert help: step forward the specialists from SAE!



SAE Logistics were an ideal choice of supplier, as they provide ushers & promotional staff, event staging, transportation, storage, pick & pack services, branded promotional items and venue preparation. Their experience provided timely, knowledgeable advice to the agency throughout the project.

Project Management

This roadshow needed:

- High-level & discreet security
- Polite & well-informed ushers
- Venue "dressing"
- Packing, provision and hand-out of "goodie bags"
- Disassembly of event stands & equipment
- Transportation & storage services between venues

Planning: Attention to Detail: Co-Ordination

SAE advised on the best order for the roadshow tour to minimise travel times and costs. Each venue needed its own individual 'action plan' and running order. SAE prepared the "goodie bags" in advance, which contained promotional literature and branded widgets. At each venue, SAE dressed the room, erected exhibition stands and ensured the smooth running of presentation equipment, catering and amenities.



Extra Hands: from Support Staff to Ushers

SAE provided all the back-up staff required. International oil companies can attract negative publicity and eco-activists, so they were keen to anticipate and diffuse any protest. SAE's hand-picked ushers liaised with the security contractor to ensure that the peace was kept: quietly and discreetly. Additionally, SAE's courteous ushers and promotional staff were briefed to answer student and delegate enquiries.



SAE Event Service

SAE have extensive event experience, so call us now if you need help with anything from an individual exhibition to a touring roadshow. We have the logistics knowhow to help ensure its success!