

SAVOY

LONDON

PLACE

CASE STUDY



WIZARD OF WESTMINSTER

Client	Westminster Venue Collection
Event details	Wizard of Westminster Annual showcase inviting event organisers to meet 35 venues from around Westminster
Event spaces used	Riverside Room with use of the Johnson Roof Terrace
Number of delegates	160
Date of Event	29 October 2019



WHAT WAS THE EVENT?

A large space was required for the easy flow of up to 200 delegates to meet and network with exhibiting venues at a series of 35 poseur tables around the room, in addition to entertainment and supplier exhibitions. The collection's annual showcase is hosted by a different venue each year, to give event organisers the chance to experience venues around Westminster. A welcome desk was set up for registrations, along with bowl food catering, a drinks reception and use of the roof terrace overlooking the Thames as an additional networking space.



WHAT TECHNOLOGY WAS REQUIRED FOR THE PROFESSIONAL DELIVERY OF THE EVENT?

New video walls (3.5x2m) and 98-inch screens with improved audio allowed every delegate to watch looped imagery of the exhibiting venues, ensuring full visibility if they weren't able to physically visit every poseur table. The two new 75" LED screens on the pillars, created six large screens which ran across the length of the room in a Watchout system, which allowed for images to move from one screen to another as if they were one big screen. Another two 75" LED screens in the foyer provided additional branding and welcome screens. Uplighters were used to create atmosphere and were placed around the room, matching the colours of the in-built LED strip lighting recessed into the ceiling, and matching the coloured LED strip lighting wrapping the legs of the poseur tables.



DID THE VENUE PROVIDE ANYTHING OUT-OF-THE-ORDINARY FOR THE EVENT?

A live catering demonstration was set-up when the pastry chef created the pudding table food stall. A GoPro camera was set up on a stand to capture close up shots, while the in-built PTZ cameras on the lighting rig captured a wide angle shot. This was vision mixed then streamed to the screens around the room so that everyone got a great view.

WERE THERE ANY CHALLENGES AND HOW WERE THEY OVERCOME?

Design work had been commissioned by the client for the branding of the event in set landscape dimensions which didn't fit the portrait branding spaces on the 4k wall and screens next to the lifts within the venue. Sandra, Savoy Place's Digital Content Executive was able to manipulate the banners last minute into the necessary formats without hindering the concept of the design, so that they could be broadcasted around the venue.

WHAT ASPECT WAS THE CLIENT MOST PLEASED WITH?

The ability to dress the venue with both physical and digital company branding so the client felt less like guests and more like hosts. The digital branding in the Riverside Room was visible on screens to pedestrians the other side of Waterloo Bridge, as they crossed the river towards Savoy Place – brilliant for exposure and brand awareness, reaching beyond the event's attendees.

DELEGATES TESTIMONIALS:

"It was a perfect set up to meet so many venues in our area on the same evening, some that I hadn't come across before. The host venue was very impressive too and very welcoming. The staff did a fantastic job of looking after us."

"I really enjoyed the event and it was incredibly useful to see what's on our doorstep. Everyone was very welcoming, and the food was fabulous too."

"Extremely informative evening and the hospitality was excellent."

"A wonderful evening and outstanding hospitality. Wow, those views!"

EVENT ORGANISER TESTIMONIAL:

"As a consortium whose venues value membership as a platform for additional exposure, Savoy Place was perfectly positioned to offer this for our annual showcase event, hosting around 160 event professionals in the Riverside Room. Having had specific event branding designed, the team at Savoy Place were able to adapt all of the design concepts to fit the dimensions of the screens and projectors around the venue so that nothing was lost or appeared obviously altered."

"Although the event took place predominantly in the Riverside Room, the auditorium, the lifts and the foyer were all digitally branded which offered a real sense of establishment for the collection. Large screens and video walls around the room played high resolution images of all 35 venues on loop throughout the evening, ensuring fair exposure for each of our members. The lighting was atmospheric and created a real sense of occasion when the chef put on a live display for dessert which was live streamed across the screens for those too far to see his craft up close!"

RACHEL AZZOPARDI - CHAIR OF WESTMINSTER VENUE COLLECTION

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