

SAVOY

LONDON

PLACE

CASE STUDY



NTT INFORMATION SECURITY WORLD

EVENT SPACE

Whole building

DATE

Tuesday 15 and Wednesday 16 October 2019

WHY DID YOU CHOOSE IET LONDON: SAVOY PLACE?

When looking for a venue for Information Security World (ISW) 2018, we wanted a space that could hold approximately 200 delegates in one room, as well as accommodating various breakout areas. There were hotels and conference centres that fit these criteria, but nothing that had the desired wow factor, in an easily accessible location. Then we found IET London: Savoy Place, which met and exceeded all requirements. After being so successful the first time around, we were definite that we wanted to book the venue again for 2019, and once again we felt we had made the right choice. In addition to the excellent facilities and catering, the staff were amenable and attentive from start to end, helping us with any additional requirements, however last minute.

TELL US ABOUT THE EVENT?

ISW was a one day, invitation-only conference for cybersecurity professionals. It's NTT's annual flagship event and as such, having the right venue is a key element of its success.

This year we had around 250 people in attendance.

The aim of the event was to inform customers on the latest topics and innovations in cybersecurity, and to update them on what services NTT could offer in this area.





WHAT HAPPENED THROUGHOUT THE EVENT?

There were a lot of moving parts at ISW – including the main conference, afternoon seminars and networking.

In the Kelvin Lecture Theatre guest speakers delivered keynotes, where they shared their perspectives on the future of the smart society and the impact on business.

After lunch, there were four breakout streams running concurrently. There was also an expo floor, where the show's sponsors were on hand to speak to attendees and a demo theatre, where they showcased their latest technology.

WERE THERE ANY CHALLENGES?

We used WhatsApp to communicate with the duty manager which ensured we could manage the timings of coffee breaks and lunch – which was particularly important when we were running behind slightly earlier in the day.

We are always reassured by the AV being an in-house team which means they have the expertise on hand to support us if things go wrong or there are last-minute changes.



WHAT CONSIDERATIONS WERE GIVEN TO CSR?

We chose recyclable badges and no plastic wallets, as well as deploying on-demand badge printing to keep paper waste to a minimum. We also used an event app for sharing the agenda, timings, speakers etc., so that we didn't need to print as many paper agendas.

WHAT FEEDBACK DID YOU RECEIVE FROM THE GUESTS?

We received wholly positive feedback. For two years now, guests have been very impressed with the venue and this year, the variety of dietary options was something a lot of people were happy about. People like the location, the daylight and the fabulous views.

"Awesome venue, excellent and attentive staff – I could not recommend the IET more highly. We have used the space for 2 large conferences now and they never disappoint. We will be back for sure!"

KATIE EVANS – UK MARKETING MANAGER, NTT



To find out more visit:
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