



MINISTRY
VENUES



HOT TOPICS

DATE — DECEMBER 2019
COMPANY — HOT TOPICS
LOCATION — THE MINISTRY
CATEGORY — CONFERENCE



HOT TOPICS

The Business Leaders Connect Conference aimed to foster connections among industry leaders and provide education through engaging round table panel talks.

The client’s brief was clear: to transform the space into a technology-enhanced area that could serve multiple purposes, including a lounge area and a section for panel discussions. The White Space was transformed into ‘The Studio,’ a multifunctional space equipped with state-of-the-art facilities to meet the diverse needs of the conference.

Large media walls provided instant information and updates, ensuring attendees were always informed. Registration desks were strategically

placed for efficient check-ins, while coffee bars and lounge seating offered areas for relaxation and networking.

To facilitate networking and engagement, various activities such as hybrid breakout sessions were organised. These ‘tribe sessions’ allowed international participants to join the discussions in real time, making the event truly global.

Working with Routes Coffee and Boulevard Events, a fully serviced DDR package was catered for the event around a flexible schedule resembling an airport lounge-style service.

The round table panel talks were a highlight of the conference, featuring industry experts and





business leaders discussing critical topics. The hybrid nature of the breakouts meant that both in-person and virtual attendees could participate fully. Video conferencing technology facilitated seamless interaction, enabling the international audience to contribute to the conversations and engage with panelists.

“Just wanted to say a huge thank you for your support with the event last week. The attention to detail from the events team was amazing. There was nothing they wouldn’t have done to help make the event a success so really thank you so much.”





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