

ya-ya

**“All very well organised - we didn't have to worry about a thing onsite.”**

Bruce, Sales and Marketing  
Director, Antalis



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## Case Study

### Antalis Sales Conference

#### Objectives

Antalis is a major international paper supplier which runs a sales team of over two hundred throughout the UK. It was essential for the sales team to be kept motivated and achieve sales targets.

Ya-Ya Events worked with the sales board to set objectives, create and launch an internal communication scheme called TEAM to ensure all delegates were kept up to date. Ya-Ya delivered an innovative, memorable and exciting event

- Ensure the event clearly communicated company mission and sales messages for future 12months
- Co-ordinate and manage the event's organisation and logistics
- Co-ordinate and manage the hotel accommodation for all guests
- Create a memorable evening function for delegates to have FUN
- Creation of event image, invitations and theme

#### Methods

- Sourcing of suitable venue for a 250 residential conference in Midlands area
- Working with the in-house marketing team to develop event branding and message
- Development and management of internal group called TEAM which was then adopted throughout the organisation
- Management of delegate response and accommodation requests
- Sending out of joining pack
- Sourcing and recruiting suppliers for evening function e.g. Bucking Bronco, Back to School disco
- Providing onsite support and staffing

#### Results

- Over 250 delegates attended
- Excellent feedback from delegates and client
- Implementation of TEAM INITIATIVE which is still in position today
- Event secured for 4 years

**If you need any more information or fancy a chat about your event call Anita on 0207 989 2424 or contact [anita@ya-ya.co.uk](mailto:anita@ya-ya.co.uk)**