



# Award Winning Event & Conference Management

“extraordinary people : extraordinary work”

f4 force four  
Total Brand Communications



# Force Four Creative.

We specialise in working with PA's, EA's and HR & marketing teams to deliver results-driven conference, event and hospitality experiences.

We'll work as YOUR team. We are creative minds that mind the detail and we'll support you with a proven process and reporting structure that gives you the control while releasing you from the day-to-day pressure.

Our clients include from these companies



NHS Supply Chain



# Judged by industry leaders...



The Meetings Industry Marketing Awards (MIMA) judges global entries from event management businesses across a strict set of success criteria including audience effectiveness, budget efficiency and success measurement.

# ...trusted by our clients

"This year, Force Four have supported us in delivering a wide range of events and conferences to over 2000 guests. They delivered every time with 100% accuracy. They were calm, warm and caring and produced innovative, creative work. We were so proud that the film they produced for our conference won Gold at the MIMA awards."

Joanne Marshall  
PA to MD, GB Railfreight Ltd.



"A huge thank you to you and your team for a great job. Very well done with excellent service from everyone. Here's looking forward to another conference."

Sandy Pufler  
PA to Vice President, BP Shipping



Sir Patrick Stewart, speaking at a recent F4 managed event

“Force Four re-energised our business - in the 12 years as CEO my time working with Force Four has been one of the most productive and rewarding experiences”.

*David Williamson, CEO  
BP Shipping*

## Case study 1

# BP Shipping

### Our brief

To reconnect the sea staff teams with each other and their office based colleagues.

### The event

Exciting, experimental, fun workshops based around 7 major business issues, designed to encourage partnership, interaction, learning and feedback.

### \* The result

Identified business cost savings of over £1.2m\*. All levels of sea based and office staff reconnected with the business and owning its performance issues. 98% of delegates recorded the event as excellent.

### How did we do that?

Speak to our events team on 0840 420 4441 for all the details.

\* Saving confirmed by BP Shipping 12 months following the conference workshops.





John Smith, M.D. of GB Railfreight making an entrance



## Case study 2

# GB Railfreight

### Our brief

To design and produce their annual conference, with a like-for-like reduction in budget, but with a measurable impact to Attitude Learning using the Likert scale and Relationship Learning.

### The Event

A rollercoaster of delegate led, 'minimum PowerPoint' presentations, using props, theatre and some Force Four magic hugely engaged the audience to rapturous applause. Team building activities - with a difference, in the afternoon were followed by an Employee Excellence awards in the evening, hosted by Gyles Brandreth.

### \* The Result

98% Attitude Learning (25% increase), 99% Relationship Learning (49% increase). Lower cost/delegate than previous year (8% reduction).

### How did we do that?

We'd love to show you... Lets chat!  
T: 0840 420 4441



Gyles Brandreth, hosting the awards ceremony

# We'll support you throughout the event life cycle...

## ...with the more intangible concept issues

- To develop your event concept
- Develop your conference visual style & reinforce your brand strength
- Invent bespoke workshops tailored to your business issues
- Drive your message delivery & retention.



## ...and relieving the pressure by dealing with

- Venue Health & Safety
- Risk analysis & management
- Crisis management & continuity planning
- Legislative compliance
- Insurance liabilities.



## ...juggling the day to day essentials

- Venue finding & value negotiation
- Event planning & management
- Food & beverage management
- Event logistics
- Pre & post event marketing communications
- Branding & event support materials
- Presenter coaching & speaker selection
- Promotional gifts.



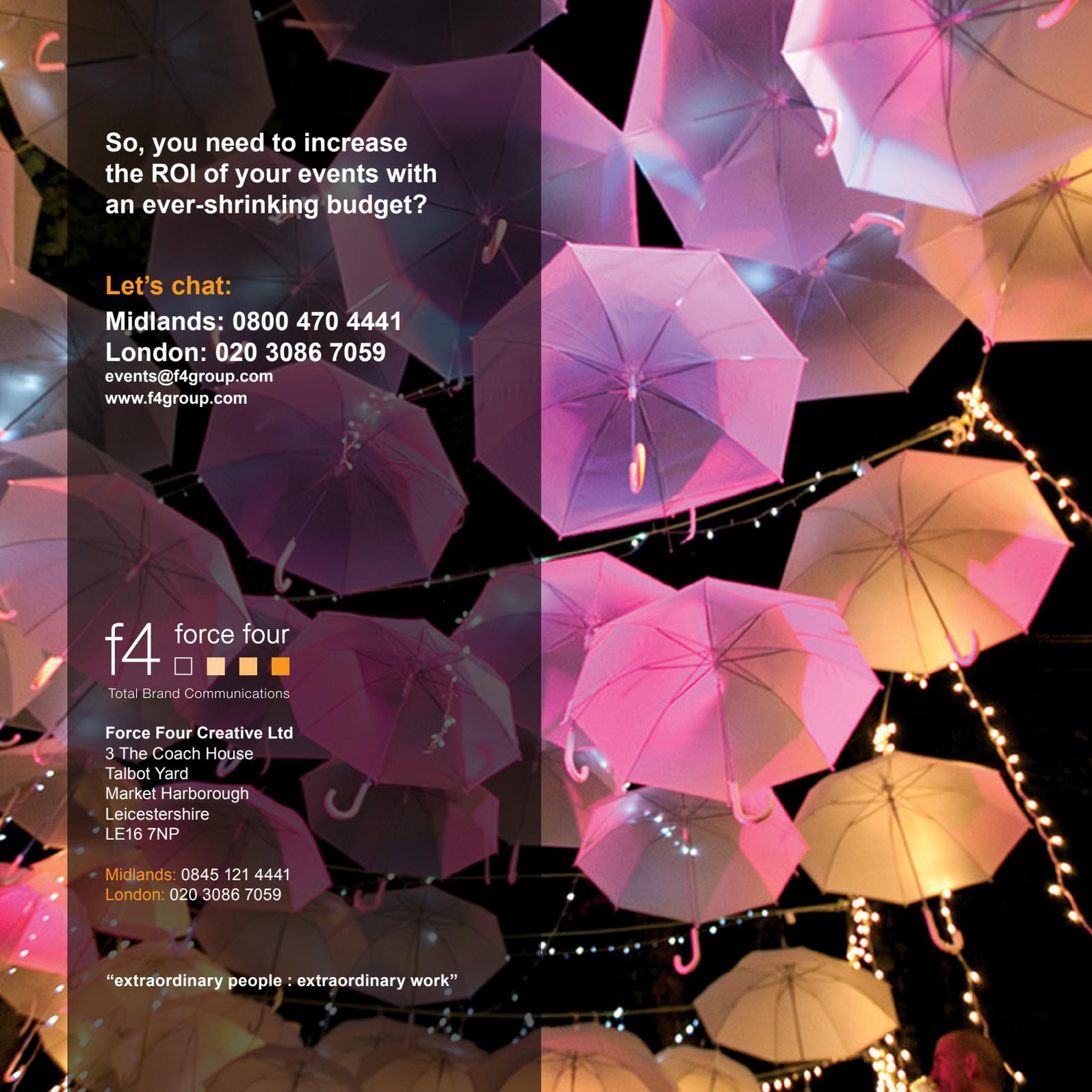
## ...after the curtain falls

You can relax whilst we capture & evaluate the feedback from your event to discover the real levels of message retention, satisfaction & enjoyment. Understanding the return on your investment is key, so that together we can build on your success for your next event!

## ...through technical & visual

- Set design & build
- Audio visual & digital media
- Technical support
- On site filming & video
- Animation & graphics
- Venue branding.





So, you need to increase  
the ROI of your events with  
an ever-shrinking budget?

**Let's chat:**

**Midlands: 0800 470 4441**

**London: 020 3086 7059**

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[www.f4group.com](http://www.f4group.com)

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