

Political Engagement

We are a small but dynamic event management consultancy, based in London, UK.

We work with public affairs, strategic communications and advocacy teams to deliver best-in-class events that influence public policy and drive social change.

oddity.
events & marketing

How can we help?

Events are an unrivalled tactic in raising awareness about a campaign, brand or product. However, the various moving parts can make planning events stressful.

Our mission is to make event planning seamless and stress-free, by handling every element of event project management and execution.

With our help, our clients can focus on the strategy behind the engagement with their target audiences.

Our expertise:

- Parliamentary events
- Fringe programmes at major political events e.g. Party Conferences, UNGA, WEF, COP
- Conferences, press events and summits
- Private dining and parties
- Exhibition stands

Our services:

- End-to-end logistics management
- Concept development
- Event marketing and registration management
- Venue and supplier sourcing and liaison
- On-site event management
- Evaluation of event data



Delivering the Heathrow Lounge at every Party Conference since 2018

We have been supporting the delivery of the Heathrow Lounge at the Labour, Conservative and SNP conferences every year since 2018.

Our role is to produce, promote and deliver an exclusive, airport-style lounge for MPs and business stakeholders to conduct meetings and facilitate valuable networking.



How we help:

We create and update a bespoke website for the Heathrow team to share with their business and political stakeholders, in order to book tables in the Lounge.

We design and implement a marketing strategy using our electronic invitation system to invite and register MPs, sharing frequent updates on RSVPs including which Ministers and Cabinet Ministers have registered, since the previous update.

We create a robust and detailed booking system which allows us to prioritise reservations made by MPs.

We handle all incoming enquiries about the lounge, including responding to attendees requests for multiple reservations.



We design the physical environment, ensuring it is functional for quick turn-around of tables, comfortable, and conducive to facilitating meetings with MPs.

We liaise with the conference organisers to ensure deadlines are met, including submitting information for crew security passes, organising deliveries into the venue, booking catering and AV, and updating listings in the conference guides.

We support with the organisation of evening fringe events which take place within the lounge.

We handle on-site management of the lounge, including installation of furniture and signage, running the booking desk, monitoring the catering service and setting/resetting the lounge for the evening events.

Supporting Visa at the Labour and Conservative Party Conferences in 2022

We handled the production and logistics of Visa's exhibition stand for both the Labour and Conservative party conferences, working in partnership with their public affairs and creative agencies.

How we helped:

We managed the project with a focus on meeting critical deadlines set by the conference organisers.

We coordinated the communication and logistics between the designers, suppliers, client and conference organisers, to ensure all requirements for the stand were fulfilled, in line with the organiser's guidelines.

We handled organising listings and passes for each conference.

We provided on-site support, to supervise the build of each stand, troubleshoot any issues and test the technical elements.



Parliamentary launch of Better Business Day 2023

The Better Business Act campaign team hired Oddity in spring 2023 to deliver a parliamentary breakfast event to launch Better Business Day 2023, a key moment in the campaign's calendar of activity.



How we helped:

We established clear aims, objectives and audiences, then helped produce a breakfast reception in the House of Commons.

We got creative with the striking visual identity, applying this across premium giveaways, props, production and signage.

We used sustainable and reusable signage and materials, to ensure the production of the event aligned with the key messages of the campaign.

We implemented a six week marketing plan, disseminating invitations to the target audience, with a focus on exclusivity.

We managed the attendee registration and communications process to ensure the campaign team could focus on the messaging and engagement with MP attendees.

We were delighted that the event was a huge success with over 140 guests in attendance, including MPs, business leaders and journalists. The event helped the campaign achieve coverage in national media.

Delivering the Global Britain Summit for the Coalition for Global Prosperity

We were hired by the Coalition for Global Prosperity to deliver a must-attend one-day conference for the international development sector, with an audience of MPs, academics, policy influencers, civil society organisations and non-government organisations.

The conference aimed to discuss current international development policy issues and explore how Britain can continue to be a leading force for good in the world.

How we helped:

We developed an impactful event concept, and brought the concept to life in a polished event to attract a high-level audience and generate awareness of CGP's work.

We proposed the 'summit' concept, using our four-phased approach, with a striking visual identity that would be applied to all event materials and promotional assets.

We researched and selected a perfect venue that was close to Westminster and gave a wow-factor first impression.

We implemented an effective marketing plan that helped us achieve our target of 100 attendees. 140 people attended on the day, which included MPs and C-suite leaders in the international development sector.

We managed all logistics from end-to-end for the event production and speaker contributions, including facilitating a remote keynote from Kira Rudik MP, the People's Deputy of Ukraine.



What our clients say about us

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As a result of your work I have had some really worthwhile discussions with key MPs and stakeholders. Thank you for all you've done to help us stay at the top of politicians' and influencers' agendas.

Heathrow

“

Lizzy and the team are so creative, sharp, always on the ball, charismatic and inspiring. It was really great to work with you and you helped build up the little seed of an idea that I had into something that was absolutely brilliant.

Global Witness

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It's a real pleasure to work with Oddity. They make event management as slick, professional, stress-free and fun as possible.

Asthma + Lung UK

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Chloe and the Oddity team were fantastic to work with on our recent Better Business Act event in Westminster. The team were organised, friendly and creative. They made the process of organising an event in Parliament much smoother.

Better Business Act (part of B-Lab UK)

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The Oddity team added huge value to our work, not just on the day of our event but throughout their engagement with us. They brought creative and cost-effective solutions to our problems; kept meticulous records relating to risk and the budget; and delivered a superb in-person event which we could not have managed by ourselves. There is a real depth to their team's talents, and they all engaging, patient, thoughtful, responsive and good to work with. I couldn't recommend Oddity highly-enough.

Eastlight Community Homes

Work with us

To find out more about how we can support you with your political engagement activities, get in touch:

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