

# Our work

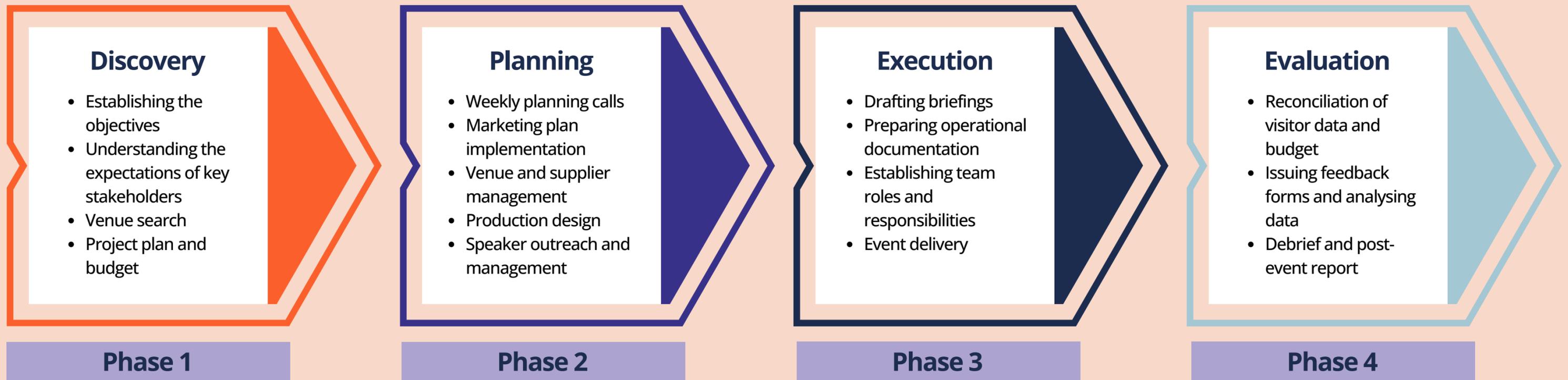
ODDITY EVENTS & MARKETING



*oddity.*

# Event management timeline

We structure our support across four phases. We start by establishing the objectives for the event, identifying what success looks like, and then understanding the 'bigger picture', i.e. the strategic priorities that the activity underpins. This phase will be followed by intensive and detail-oriented planning and coordination using our tried and tested methods. We will then transition into the execution phase, ensuring the smooth delivery of the activity and acting as the point of contact on all logistical queries for attendees, stakeholders, suppliers and venues. When the activity has concluded, we will gather and analyse feedback from attendees and key stakeholders in a written report to develop recommendations for future engagement.



# Who we work with



# Our services

When working with you as your events partner, we make it our mission to become an extension of your team and compliment your team's existing skill set. Our core expertise is in event logistics and marketing, but we can help at any stage of the process, through administrative support, event marketing, on-site support or end-to-end project management. You can pick and choose from our menu of services below:

## Our services:

- Event strategy and concept development
- Venue and supplier sourcing and liaison
- End-to-end project management
- Graphic and multimedia design
- Web design
- Webinars, live streaming and hybrid events
- Event marketing and registration management
- Exhibition and sponsorship management
- On-site event management
- Operations and logistics
- Environmental impact reports
- Event accessibility consultancy
- Evaluation of event data



# Global Witness: 30th Anniversary Celebration

Global Witness asked Oddity to deliver a stand-out 30th-anniversary event that honoured its founders, reunited its community, showcased its impact, and inspired future funding.

Over four months, Oddity managed the full event lifecycle from clarifying objectives, sourcing and contracting the venue, overseeing logistics, branding, budgeting, attendee and speaker communications, and supplier management.

Frameless was selected for its immersive digital galleries, and Oddity coordinated custom content between the venue and Global Witness's creative team. The team streamlined attendee outreach, designed and executed pledge activations, collaborated with BBC journalist Kirsty Lang on a storytelling interview, sourced sustainable branded materials, planned low-waste catering, and delivered smooth onsite operations, from registration to VIP hospitality.

The event powerfully marked Global Witness's 30-year journey and future direction, brought together 150 sector leaders, generated new pledges, strengthened key relationships, and left guests inspired by an immersive experience at Frameless.

*oddity.*

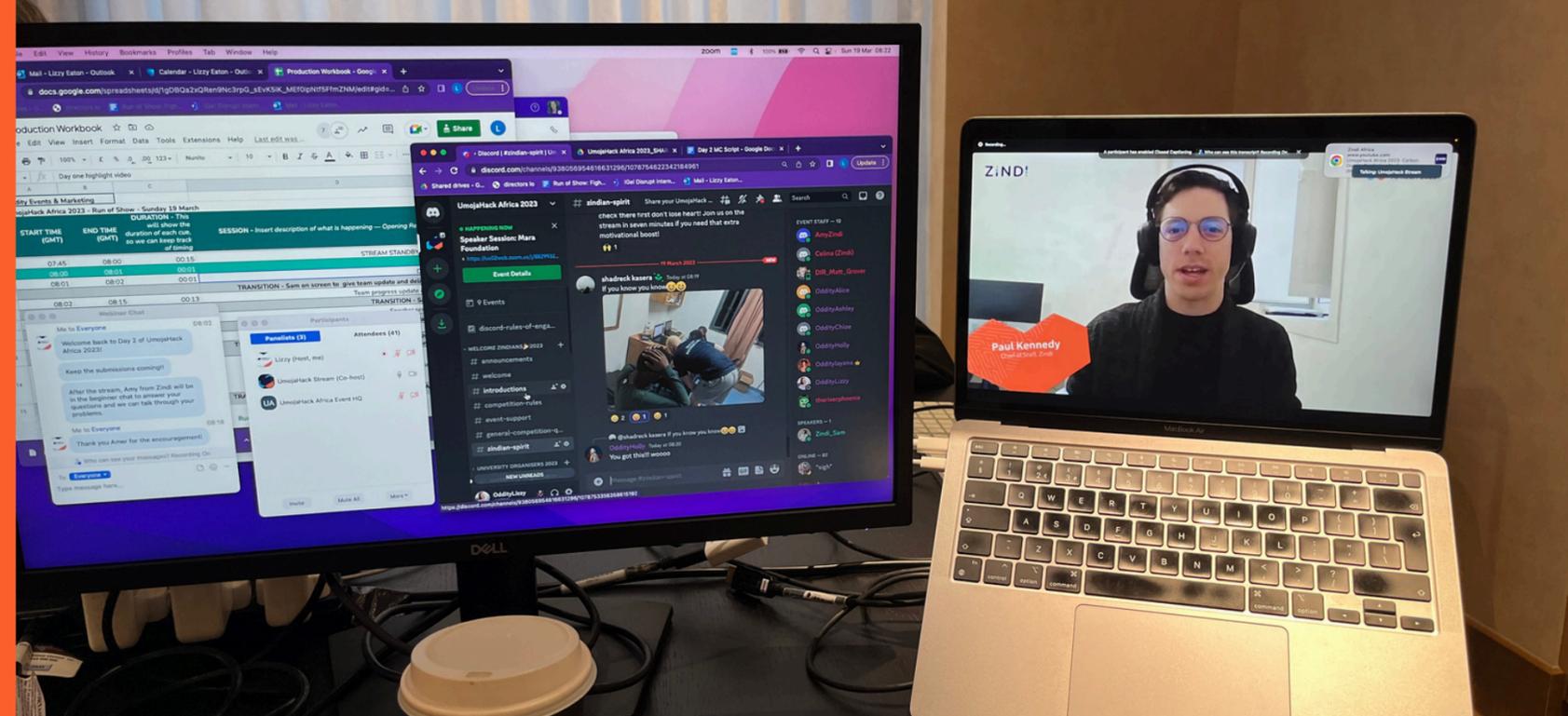


# Umojahack Africa 2022-2023

UmojaHack Africa is the leading hackathon in the African data science space, but when the pandemic pushed UmojaHack to become a fully virtual event in 2020 and 2021, Zindi appointed us to level up the event in 2022 and 2023. The objectives were to increase the number of competitors from more countries across the continent; to enhance the collaborative experience for participants; and to demonstrate return on investment for sponsors, including Microsoft, DeepMind and NVIDIA.

- We created a unique visual identity and website for the event, which would act as a hub for all stakeholders and participants involved.
- We implemented a carefully curated social media campaign which generated 'FOMO' - we did this by creating country flag emojis and shareable graphics for all participants to post.
- We built a participation tool - using Discord - where teams and individual competitors could work collaboratively.
- We demonstrated the scale of the competition by bringing in 'roving reporters' who gave live interviews with competitors from various countries.
- We ensured the event was accessible for everyone across the continent by using a widely used platform, but we enhanced the production by using V-mix and by having an MC to tie the whole event together from start to finish.

*oddity.*



# TBI: Tech Policy Accelerator

We were hired by the Tony Blair Institute for Global Change to produce a high-level residential retreat for a minimum of 10 global leaders to develop tech policy for their countries. We created an environment where attendees could feel at ease when discussing complex policy issues, enabling them to create long-term, innovative solutions and demonstrate the value of the Institute to global leaders. Attendees included members of US Congress, Ministers from Rwanda and the Philippines, MPs and MEPs, and the President of Togo.

We created a perfectly polished event at The Langham Hotel, with high-level participants from over 20 countries. The day was structured into several short workshops with keynote presentations and interactive discussions between the attendees. We concluded the event with an intimate dinner hosted by the Rt Hon. Sir Tony Blair.

As well as handling all the event logistics (including organising flights and transfers for 20 attendees), we also created a unique visual identity for the event, which was applied to all materials, signage, gifts and communications.

*oddity.*



# CGP: Global Britain Summit

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.

Our role was to produce an impactful, polished event that would attract C-suite leaders in the international development sector and generate awareness of CGP's work in global development and human rights.

Using our four-phased approach, we proposed the 'summit' concept, with a striking visual identity to be applied to all event materials. We selected the perfect venue and implemented an effective marketing plan, which helped us achieve our target of 100 attendees (140 attended on the day). We managed all logistics from end to end for the event production and speaker contributions, including facilitating a remote keynote by Kira Rudik MP, the People's Deputy of Ukraine.

*oddity.*



# IGEL: Disrupt Munich & Disrupt Nashville

We handled the event production and logistics for IGEL Disrupt in Munich, Germany and Nashville, Tennessee. Both events were 3-day conferences that brought together over 2,000 industry professionals in the digital technology sector, delivering dynamic content and interactive workshops to their target audiences in Europe and North America.

We consulted with the client on best practices for planning and executing events of this scale, offering creativity and practical solutions.

After site visits in Munich and Nashville, we managed all the planning, including liaising with the venue to organise catering, assigning rooms for over 40 breakout sessions, finalising the AV requirements with the production partners, and coordinating the logistics of 50+ contractors and suppliers on delivery, installation and de-rig.

Working on this event also enhanced our knowledge of event production supply chains in the US and Europe, as well as building our understanding of working with unionised venues.

*oddity.*



# B Lab UK: Better Business Act Parliamentary Event

The Better Business Act team engaged with Oddity in spring 2023 to deliver a parliamentary breakfast event, launching Better Business Day 2023, a key moment in the campaign's calendar of activity. The campaign aims to change the law to ensure every company in the UK aligns their interests with those of the wider society and the environment.

Once we had established clear aims, objectives and audiences we helped produce a breakfast reception on the Terrace of the House of Commons. The striking visual campaign allowed the team to get creative and apply it across giveaways, room branding, and protestor-style placards. We used sustainable and reusable signage and materials to ensure the event production aligned with the campaign's key messages. The Oddity team implemented a six week marketing plan, disseminating invitations to the target audience, with a focus on exclusivity. We also managed the attendee registration and communications process to ensure the B Lab Team could concentrate on engaging with speakers and stakeholders.

The event was a huge success with over 140 guests in attendance, including MPs and policy makers responsible for influencing the change in law. The event helped the campaign achieve coverage in national media, and social engagement was high.

*oddity.*



# DHSC: New Hospital Programme Industry Day

We were appointed by the Department of Health and Social Care to produce a full-day event in Birmingham, which launched the New Hospital Programme to the supply chain. The audience of 400+ included government representatives, healthcare professionals, and supply chain professionals.

We wanted to create an engaging hybrid experience for those who couldn't make it on the day, ensuring they could participate in the event in the same way as in-person attendees: contributing during sessions and networking. We chose SpotMe to host the digital experience as it met all our functionality needs for remote and in-person interactive audience engagement, registration, and live streaming.

We handled all the event management elements from start to end, including designing the event agenda, sourcing and liaising with the venue and production suppliers, producing the event's visual identity and applying this to all event materials, producing logistical briefing documents for all third party contractors, briefing in speakers and key stakeholders, organising security and attendee registration, and building an event app.

*oddity.*



# Malaria No More UK: Commonwealth Commitment Summit

Malaria No More UK asked Oddity to deliver a high-profile event highlighting the commitments made at the Commonwealth Malaria Summit. The brief required attracting at least 150 guests within budget, managing all venue and supplier logistics, shaping the event design, and generating strong social engagement to elevate both MNM UK and corporate partner Fever-Tree.

Oddity produced a polished, creative summit moderated by Dr. Linda Yueh, featuring leading global figures such as Dr Winnie Mpanju-Shumbusho, Dr Soumya Swaminathan, Joy Phumaphi, Ken Staley, Sir Matthew Rycroft, Peter Sands and High Commissioner Yamina Karitanyi. Each speaker reaffirmed their commitment to driving Commonwealth progress on malaria.

More than 200 influential attendees from government, diplomacy, media and academia joined the event at the Science Museum's IMAX, followed by a Fever-Tree reception in the Who Am I gallery. The experience was visually striking and socially resonant, supported by both traditional and interactive engagement tools including a video message from David Beckham, selfie frames and on-site vox pops.

*oddity.*



# Client testimonials

"The Oddity 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

"Oddity was the event partner I had been looking for to deliver the highest quality programme for a distinguished delegation.

The attention to detail and response to brief was spot on consistently. They were professional and fun in equal measure, with a deep expertise and readiness to advise in the best interest of the project."

TONY BLAIR INSTITUTE

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

HEATHROW

*oddity.*

## There's more...

- Check out our [website](#)
- Download our award-winning [Inclusive Event Design Playbook](#)
- Learn more about our [Political Engagement offer](#)
- Find us on [LinkedIn](#)

## Contact us:

- 07821 657 146
- [team@oddityevents.com](mailto:team@oddityevents.com)

*oddity.*