

# Our work

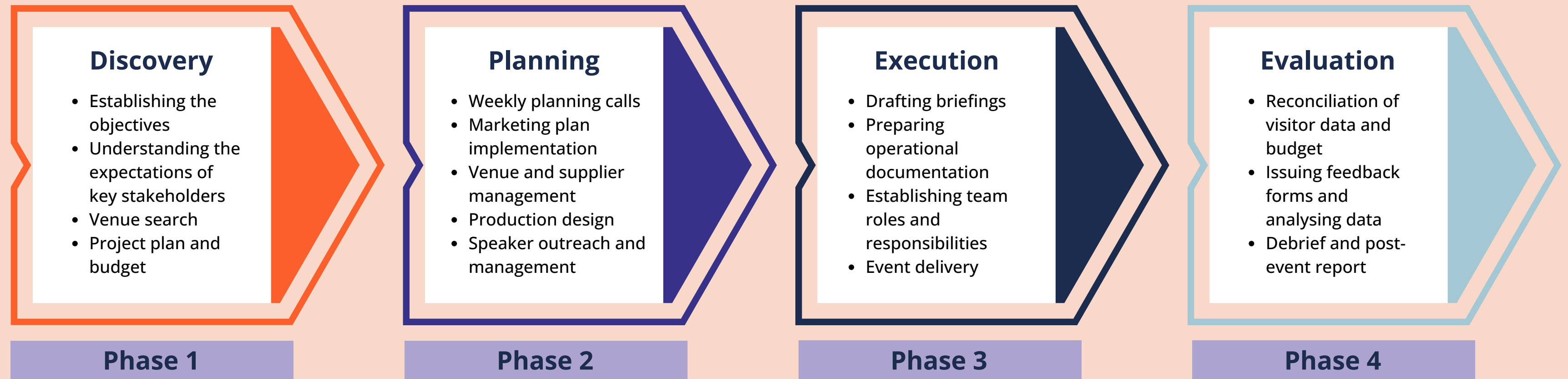
ODDITY EVENTS & MARKETING



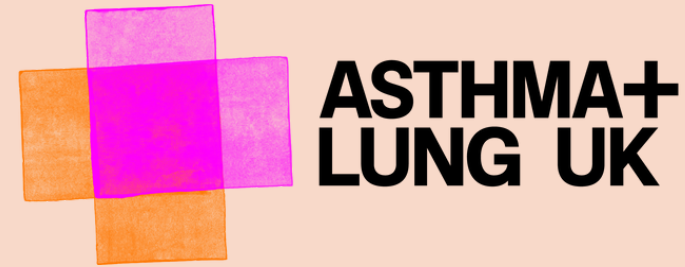
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# Event management timeline

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



# DHSC: New Hospital Programme Industry Day

We were hired 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 400+ audience was a mix of government representatives, healthcare professionals and supply chain representatives.

We wanted to create an engaging hybrid experience for those who couldn't make it on the day, ensuring they could participate at the event in the same way as the in-person attendees: contributing during the 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 on SpotMe.

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# IGEL: Disrupt Munich & Disrupt Nashville

We partnered with Fuel Integrated, a creative communications agency, to handle the event production and logistics for IGEL Disrupt 2023 in Munich, Germany and Nashville, Tennessee.

IGEL Disrupt is a 3-day conference that brings together over 1,000 industry professionals in the digital technology sector. The event occurred twice in Q1, delivering content and workshops to their target audiences in Europe and North America.

We worked closely with the Fuel team to consult with the client on best practices in planning and execution of events of this scale.

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

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

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# 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 event concept and then bring the concept to life into a polished event which would attract C-suite leaders in the international development sector and generate awareness of CGP's work in international development and human rights.

Using our four-phased approach, we proposed the 'summit' concept with a striking visual identity which would be applied to all event materials. We selected the perfect venue, and we 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 from Kira Rudik MP, the People's Deputy of Ukraine.

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# 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.

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# B Lab UK: Better Business Act Parliamentary Reception

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 for the team to get creative and apply this across giveaways, room branding and protestor-style placards. We used sustainable and reusable signage and materials, to ensure the production of the event aligned with the key messages of the campaign. 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.

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# Malaria No More UK: Commonwealth Commitment Summit

Malaria No More UK needed support to deliver a high-profile event to raise awareness of the commitments made at the Malaria Summit at the Commonwealth Heads of Government Meeting 2018. The target was to achieve a minimum of 150 guests within the allocated budget, liaise directly with the venue and suppliers on logistics and event design, and achieve markable engagement on social media to raise awareness of MNM UK and their corporate partner, Fever-Tree.

We produced a polished but creative summit moderated Dr. Linda Yueh, which involved high-level contributions from distinguished speakers:

- Dr Winnie Mpanju-Shumbusho, the Chair of the Board of RBM
- Deputy Director General of the WHO, Dr Soumya Swaminathan, Joy Phumaphi of ALMA
- Ken Staley, leader of the U.S. President's Malaria Initiative
- Sir Matthew Rycroft, Permanent Secretary of the Home Office
- Peter Sands of The Global Fund
- High Commissioner of Rwanda, Her Excellency Yamina Karitanyi.

All the panellists committed to playing a central role in driving progress and ensuring the Commonwealth delivers the commitments set out at CHOGM 2018.

200+ high-level representatives in the international community in the fight against malaria were in attendance, including ambassadors, influencers, media and academia. It was visually and experientially impactful, with the event taking place at the IMAX at the Science Museum, followed by a Fever-Tree drinks reception in the Who Am I gallery. We used both traditional and innovative methods to drive social media engagement, including a video address from David Beckham, as well as selfie frames and vox-pops to make the event interactive.

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# Client testimonials

"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

"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

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## Contact us



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



[team@oddityevents.com](mailto:team@oddityevents.com)

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