



NAME

Dave Johnson

COMPANY

Vauxhall Motors

EVENT TYPE

Car Launch at Warren Weir

EVENT OBJECTIVES

Launch new Corsa to Vauxhall Fleet Customers.

EVENT EXECUTION

On the grounds leading to Warren Weir we arranged to have Vauxhall branded signage, with a series of flags lining the final road. This looked particularly impressive as guests made their way to the final destination. Outside the main reception at Warren Weir we had a display of Corsas, from old to new models. Inside the venue we had a small stage and full AV equipment, including 3 big screens, comfort monitors & additional mood lighting. We also had the new Corsa on display, for which we performed a big “reveal”.

EVENT RESULTS

Location was ideal as we are based in Luton and it is very accessible for all of our guests, using the motorway or trains. The venue and grounds are superb and create an excellent experience for our guests. Luton Hoo also promotes Luton in a very positive way, it’s still a bit of a hidden gem. We also thought the overall costings represented good value for money. Not cheap, but sensibly priced for a great experience. All of the staff, especially Lindsey, were very helpful and nothing was too much trouble. The food was also excellent and we received lots of positive comments from our guests. Great venue that we would be very happy to use again.

