

AGENCY challenge



Supplier factsheet – 2021 event

Event dates:

Arrivals – Monday 19th July 2021

Event days – Tuesday 20th & Wednesday 21st July 2021

Departures – Thursday 22nd July

Venue – Celtic Manor Resort and ICC Wales

What is the Agency Challenge about?

The Agency Challenge is part of the Northstar Meetings Group Challenge Event Series for agency, corporate and association event buyers. Running for 8 years the challenge event format is proven to create an environment *where imagination inspires business* and builds partnerships between buyers and event industry suppliers.

The Agency Challenge is a modern business forum that brings together event management agencies, with venues, destinations and specialist suppliers to develop long-lasting relationships.

It is a unique blend of creative team building and effective networking based on engagement through gamification. It is an opportunity for agencies to be inspired by a tantalising array of presentations in an energetic, informative and memorable way. It is the not-to-be missed agency event of the year.

Who attends:

Venues, destinations and event industry suppliers who would like to meet, network and share their product information with event management agency buyers looking to place national and international event business. You will be able to network with up to 65 live agency buyers.

Costs:

Live Event:

- £5,295 + VAT – 1-person team
- £7,690 + VAT – 2-person team (from one organisation or two)

Event price includes accommodation for three nights and all F&B and entertainment

AGENCY challenge



Schedule

Pre-event day – Monday 19th July

- Arrive at leisure
- Join us for an informal evening with F&B
- Overnight at Celtic Manor Resort

Live event day – Tuesday 20th July

- You will be allocated to team for the live event where you can network with your peers and agency event planners
- You can undertake a dynamic live 10-minute presentation to all attendees (this could be on Tuesday or Wednesday subject to running order)
- You will ask three quiz questions as part of your presentation which are asked to all teams at the end of your presentation and count towards the final team scores
- Enjoy a networking lunch
- You can network with agencies on your team during these live quiz sessions
- You will undertake two team challenges to build relationships with agency buyers
- Enjoy a networking evening including fine F&B, entertainment and accommodation

Live event day – Wednesday 21st July

- Supplier presentations will continue throughout the morning
- You will undertake a second team challenge to continue your networking opportunities
- Enjoy a networking lunch
- Host approximately ten 1-to-1 meetings with agencies attending the live event. Meetings are requested by the agency buyers which can be pre-selected or requested live throughout the event
- Enjoy a fabulous gala dinner evening which includes superb dinner with fine wines along with fantastic entertainment. You will also be able to watch the team video challenges and find out which team has won the team cash prize!

AGENCY challenge



Thursday 22nd July

- Check-out at Leisure

Additional:

- All attending suppliers have access to a full demographic profile of every attending agency buyer which they can use for their 1-to-1 sessions or as a reference point post event
- All suppliers will be sat next to someone different for each networking lunch and dinner to maximise networking opportunities throughout the event
- All participants will be able to access the event app/website to continue the conversation with all agencies that attended

What past suppliers think about our challenge events:

“Fantastic!! Really well-organised and very productive”

Alba Souse, Melia Castilla

“One of the best networking events I have attended and the most leads I have ever received from one event!”

Sarah McGovern, ICC Birmingham

“Fantastic! I seriously don’t think any other industry event challenges this!”

Paul Tidy, Sandals & Beaches Resorts

“A unique and brilliant way to network and build relationships.”

Lucie Baldock, Farnborough International

See more at: www.agencychallenge.co.uk/supplier-testimonials-3