

# Trade Partners UK

Keeping the team fully aware of the latest developments is difficult in any organisation but when spread across the UK bringing everyone together is essential and can be plagued with problems.

## The Brief

To create a forum for Trade Partners UK team to discuss the development of "Passport Plus". The event had clear objectives to include:

- Reinforce what is meant by trade development and how "Passport" contributes to it
- Share the results of the first full external evaluation of "Passport"
- Provide a balanced view on the uses and validity of the monitoring / accreditation system
- Discuss progress on the mentoring project
- Take an in depth look at what constitutes the "Middle Market"

## The Solution

For this event to run smoothly and meet its many objectives it was imperative to run to a strict time plan as we were awarded the contract with a 10-week turn-around time, this included:

- Search for an appropriate London venue for 250 residential delegates for a 2 day and 1 night programme
- Contract the services of a professional facilitator – Paul Lloyd and liaise with him accordingly
- Write an Audio Visual brief and obtain estimates for the main plenary room and the use of breakout sessions
- Regularly report back to TPUK on the progress of the project
- Draft invitation letters, agenda and faxback forms for the potential sub groups of the audience which were colour coded for easy recognition
- Design a PowerPoint template for the programme
- Mailshot invitations and handle delegate responses
- Liaise with all Speakers to receive their presentations and any special requests
- Source group activities to support the programme and improve group cohesiveness



## The Results

By working closely with the TPUK head office in London we created a truly successful two-day event in the heart of London within 10 weeks.

- 232 delegates in attendance
- Delegates from:
  - Trade Partners UK
  - Business Links
  - British Embassies
  - British Consulates
  - BCG Worldwide
  - SMEs
- 99% of the audience felt that the meetings objectives had been met
- 100% of the audience felt that their personal objectives had been met
- Excellent Motivational Speaker – Nigel Risner
- Team activities of Art Show and Weapons of Sound
  - Art Show – an excellent icebreaker requiring individuals to work with their team members to create a piece of "ART".
  - Weapons of Sound – an opportunity for the entire group to create music from recycled material.
- By introducing remote voting is allowed the learning's of the audience to be monitored throughout the two days and feed this information back at the end of the programme.

## Anything Learned

The feedback given it could be deemed that the pace of the sessions was too fast which didn't allow enough time to debate and feedback on each topic by creating more breaks or placing a break before or after a workshop could have alleviated this comment.