



CASE STUDY Largest ever IHG conference in Europe held at FIVE April 2008



FIVE was chosen as the venue for the European Investor and Leadership conference and re-launch of the Holiday Inn hotel brand family by InterContinental Hotels Group (IHG) in April this year.

The week-long event using the FIVE venue and adjoining exterior space, was held to mark the EMEA leg of the US\$1 billion brand re-launch of the Holiday Inn brand family announced by IHG in 2007. Attended by nearly 2000 delegates over the week, the conference was an opportunity for IHG stakeholders to re-visit the Holiday Inn brand, literally from its inception to the present day, with an immersive brand experience that traced the routes of the world's largest hotel chain, and revealed the new hallmarks that will re-define the brand over the next decade.



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Because attendees – including hotel owners, investors, senior staff from IHG, its hotels and franchisees – would be coming from across the EMEA region, location was of paramount importance when choosing a venue. FIVE provided the ideal solution by its close proximity to Heathrow and Gatwick, its 'own' international on-site airport, and its excellent links by rail and road.



Of equal importance was a venue flexible enough to enable complex design requirements. IHG's chosen experiential agency Pimento, together with a 200 strong team, used part of the main 4,400 sqm venue to create a series of cinematic pieces, projected onto a 15 x 2.8 metre screen using high definition technology, together with a faithful reproduction of an American 1952 Holiday Inn reception area. The remaining space housed a purpose built auditorium for 475 delegates facing a 64 x 9 metre screen, and an expansive theatrical reveal of the new hallmarks that allowed delegates to see, feel, hear and smell the new look Holiday Inn and Holiday Inn Express.



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Bill Burton, Vice President Conference & Special Events at IHG spoke following the event saying: "We chose FIVE for its location, flexibility and value for money. The space suited us as the ideal neutral location where we could take our hoteliers out of their normal domain and create a truly memorable experience"

IHG also used a proportion of the hard-standing outdoor space surrounding the FIVE venue to construct a 4,600 sqm temporary structure, adjoining the main building via a "time tunnel vortex". This provided extra space where FIVE's catering partners Seasoned Events served over 11,000 meals to delegates over the week. In addition, it housed a supplier exhibition of 48 companies, break out and seminar rooms, a delegate lounge and a VIP dining area for 500 – also the location of the fashion show-case of the new Holiday Inn crew and staff uniforms. The space around the buildings provided unlimited private parking for delegates, and ease of access for the plethora of supplies and suppliers required to realise this monumental event for IHG.

"The on-site operations team was adaptable and creative and worked with us in great partnership to create an amazing guest experience. I wouldn't hesitate to use FIVE again, in fact we are!"

Stephen Knight,
Managing Director Pimento

For further information on events at FIVE, please contact fiveenquiries@farnborough.com