

Yahoo networking event 2015

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Networking provides an avenue for both businesses and customers to connect on a whole new level that once was an estranged resource. Technology has been able to shape the way we connect and network around the world. Local has become global and global will someday be universal.

Recently, Yahoo International briefed the Wetpaint Advertising team to organise and coordinate an event to enable them to showcase some of their exciting innovations to the media and corporates in South Africa.

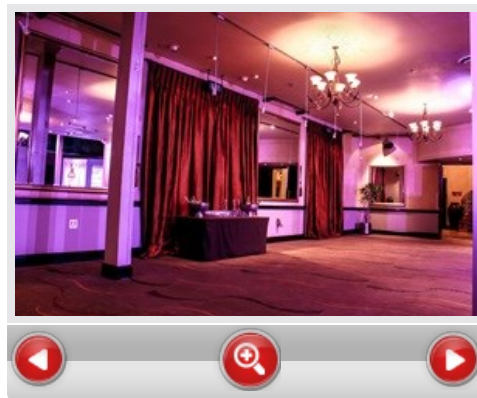
The event was placed in the hands of the Wetpaint team and we hit the ground running, doing what we normally do best - organising events - of which the following was a huge success that not only exceeded client's expectations but drove ROI for the client very well.

We were in charge of firstly sourcing a venue for this prestigious event. After careful selection from an array of places we were very pleased to be able to host it at the equally prestigious Montecasino Hotel in Fourways. The venue echoed the importance of such a top shelf networking event and portrayed it perfectly to the minds of the selected 70 VIP delegates that had been invited.

Plus, we were also charged with ensuring that only top shelf meals and refreshments were served to our delegates. This could not have been possible without our venue caterers. The selection of meals were delectable and the staff ensured smooth flowing service that not only made the delegates happy but made sure the client was smiling too.

The biggest challenge was creating a stage and platform that would demonstrate the fundamental branding of the client to the delegates that not only invited engagement but created a lasting effect. This was accomplished fantastically by the Wetpaint AV specialists who constructed a set, which included purple wash lights and a customised wooden stand for the people that were to do presentations. Our brief also included the production and design of wall banners, branded promotional and conference material like pens, water bottles, note books, bags - you name it!

We're chuffed the event was well-attended and the media didn't disappoint too. But best of all we are happy the client was happy - for that's what matters - what else is there?



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