



CREATING INTERNATIONAL EVENTS WITH IMPACT

Your vision is our mission





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The Power of Events

At 1331 Events we firmly believe in the **power of events**.

The power of events to fuel growth, innovation, and collaboration. The power of events to bring people together and create opportunities for networking, knowledge sharing, relationship building and the forging of strategic partnerships.

Through thought-provoking keynotes, engaging panel discussions, and interactive workshops, events have the ability to inspire, educate, and motivate. Through activities, networking sessions and engaging social affairs, they have the strength to build a sense of community and camaraderie, and to create environments conducive to fostering long-lasting relationships. And through professional displays and forward-thinking routes of engagement, they often serve as launch pads for cutting-edge technologies, disruptive innovations, and emerging trends, helping to shape the future of industries and drive economic progress.

Through the collective power of passionate individuals and organizations, events ignite dynamic ecosystems that fuel growth, stimulate economies, drive conversation, encourage human interaction, and propel the world forward.

That is why we are committed to our purpose. And that is why we love what we do.



**“The business of business is relationships;
the business of life is human connection.”**

Robin Sharma, Author



Why Partner With an Agency Overseas?

We understand that as a US-based organization, you have a wide choice of local event agencies and may even have an in-house events team. So why partner with a UK agency to manage your events overseas?

Navigating the complex landscape of event management across Europe and its surrounds requires more than just meticulous planning. By entrusting your events to us, you gain access to a wealth of local knowledge, a vast network of industry connections, and a team of dedicated professionals who are not only well-versed in the art of event planning but are also intimately familiar with the unique nuances of European markets.

Whether it's a corporate conference, a C-level retreat, or a high-profile incentive, our agency stands as your gateway to a seamless and successful event experience in Europe and beyond, guaranteeing a level of excellence that elevates any event to extraordinary heights.

Benefits of working with 1331 Events include:

Local expertise

Local experience and knowledge of a wide range of European destinations, venues, suppliers, and regulations. This knowledge is invaluable when planning events in unfamiliar territories.

Network of international contacts

An extensive network of contacts, including venues, hotels, catering services, transportation providers, and entertainment options across Europe and worldwide. This network leads to better deals, discounts, and overall smoother event logistics.

Time zone advantage

The time zone difference between the UK and the US can be advantageous when coordinating with European vendors and suppliers. It allows for better communication and real-time updates without causing inconvenience due to significant time differences.



Access to locations

Being based within a 3.5hr flight of all potential European event destinations can prove advantageous when it comes to site visits, on-site preparations and event logistics. It also aids movement of branded merchandise and event materials which can be produced in the UK or by one of our trusted suppliers local to the event location.

Risk management

As an agency experienced in organizing events in Europe, we can assess and manage potential risks effectively. This includes factors like weather considerations, climate-appropriate activities and any other region-specific challenges, ensuring your event proceeds without major disruptions.

Compliance and regulations

European countries have diverse regulations and compliance requirements for events. We can navigate these regulations efficiently, ensuring that the event complies with all legal requirements, permits, and safety standards.

Knowledge of trends and traditions

We are very familiar with the highlights and lowlights of the European landscape including periods in high demand across the continent, local festivals and events in towns and regions, and peak times to visit (or avoid!). This can be particularly critical for advanced bookings and how to get the best 'bang for your buck' and also for your guests' enjoyment and expectations when in the area for your event.

Ultimately, leveraging a UK agency for organizing events in Europe and beyond provides US companies with a range of advantages: from local expertise and cultural understanding to efficient logistics and risk management, ultimately leading to more successful and memorable events for your participants.

“The best way to find yourself is to lose yourself in the service of others.”

Mahatma Gandhi



Why Partner with 1331 Events?

1331 Events is a boutique, multi-award winning B2B events agency based in London. We believe it is our attention to detail, unparalleled availability, quality of service and passion for what we do that sets us apart from our competition. We don't make promises. We forge relationships.

The 1331 Events team shares a fundamental belief in the power of human connection. We're passionate about the efficacy of events. We've seen them make reputations, close deals and create game-changing relationships. We've seen them have a measurable impact on a brand's success. That's why we're fully committed to designing, planning and executing yours perfectly, in partnership with you.

We understand what's required to engage decision makers and influencers; how to ensure everyone at your event has the best experience, which ultimately leads to greater commercial outcomes. Our approach is about more than just the design of your event. It's about developing a special experience that integrates seamlessly with your brand.

We can handle all aspects of event management, such as venue selection, logistics, audiovisual production, marketing, event tech, and attendee engagement, with ease. By outsourcing to 1331 Events, you gain access to a collective skill set that covers all facets of event planning and execution.

What's more, our European partners bring to the table an unmatched understanding of cultures, traditions, best local venues and latest trends, ensuring your events are not just memorable but also culturally resonant. Let us open the door to a realm of creativity and sophistication, where your events transcend expectations and become timeless memories.



1331
EVENTS



Healing Your Pain Points - The Practicalities

If you're currently partnered with (or considering partnering with) a major US-based travel and incentive partner, you might be experiencing some common pain points. But choosing to partner with a boutique agency like 1331 Events eliminates these burdens and comes with major advantages.



Efficiencies

The Big Guys

Large partners have multiple internal teams working on different aspects of your event: from website design, to registration management, to vendor and supplier contracting, communications, and beyond. These teams are often **juggling projects** across multiple corporate accounts so may not provide information or deliverables as quickly or frequently as you require. A simple edit to an event app, for example, may need to pass through multiple departments before edits take place, meaning the same-day, **adaptable delivery you might expect and require is not logistically possible.**

1331 Events

The nature of working with a boutique agency like ours is **agility and instant adaptability.**

Updates on registration numbers and information twice a day, or in real-time? We can do that.

Requested edits sent through in the morning made in time for you to review before you leave the office? We can do that.

Our size ensures maximum speed and efficiency.



Money Savings

The Big Guys

Major travel and incentive partners come with **substantially higher fees** than a boutique agency like ours. They have more salaries to pay, they have partners for outsourced projects who are typically never the most cost-effective option, they have significant overheads, and they are less likely to have the time or desire to negotiate for better rates on your behalf.

1331 Events

Our agency has the network, insight, and flexibility to make sure that you **never need to compromise** on the event wow-factor just because you need to keep to a budget.



Undivided Attention

The Big Guys

Even if you have a dedicated account manager with your current US-based partner, you might find yourself having to **chase them for information** on the status of deliverables. Account Managers working for large-scale operations, usually have **multiple other responsibilities** meaning they are balancing your needs with other requirements within their role. They are also reliant upon internal departments (for elements such as design, production and digital) who work across many accounts simultaneously.

1331 Events

With our highly-competent and multi-talented staffed agency, you will receive the **full-attention of our entire team.** We are highly selective about the clients we choose to work with, and only take on new projects when we can give them **100% of our efforts and energy.** You won't have to chase us - we will anticipate your needs and we pride ourselves on meeting deadlines ahead of schedule and with the highest possible production quality.

Exceeding Expectations

Delivering events that are truly jaw dropping requires **decades of knowledge and experience**, paired with a real passion for finding unique elements, memorable venues, and adding those exciting little touches that elevate an experience from great to unparalleled.

We're not just event planners; we're collaborators who are fully invested in your event's success. **Your goals become our goals**, and we work tirelessly to deliver results that go beyond your expectations. We believe in open communication, transparency, and relationships based on **trust and mutual success**. And you'll never find a team more dedicated to your success than ours.

We are obsessed with both the small details *and* the big picture. We're caring, flexible and big on service. And we've been doing this for a combined 40 years +, so we know what perfect looks like, and how to reproduce it. We've been trusted to run events in **over 25 countries** for companies including Barclays, Experian, Google and PepsiCo.



“Huge thank you to 1331 Events. Every little detail that could have been thought about, had been.”

Darryl Chappell, Director, Managed Technology



Our Expertise & Offerings

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EVENTS

STRATEGY & MARKETING	COMMUNICATIONS & CONTENT	EVENT SPECIALITIES	PROJECT MANAGEMENT	CREATIVE & TECHNICAL
Event concept development	Content creation	Incentives & Employee Engagement	Venue sourcing & management	Digital and physical branding
Business objective alignment	End-to-end event communications	Conferences	Supplier sourcing & management	Set design
Agenda construction & programme support	Single point of contact for delegates	Trade Shows/Exhibitions	Full project planning	Event website/app design & management
Business development support	Event messaging strategy development	Experiential Activations	Budget management	AV procurement & management
Post-event analysis & ROI reporting		Sporting Events		Corporate gifting & giveaways
Sponsorship sales & management		Sponsorship Activation		Photography
Campaign integration		Virtual & Hybrid Events		Videography
Speaker research & sourcing		Award Dinners & Charity Galas		
		VIP Events		
		Launches		

Our Event Delivery Process

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EVENTS

RESEARCH PHASE



- Identify measurable qualitative & quantitative goals & objectives
- Establish constraints (e.g. budget, time)
- Determine roles & responsibilities
- Develop comprehensive project timeline, with key deliverables

AT ALL TIMES

Constant communication with you, enabling you to sit back and reap the rewards of a fabulous event

POST-EVENT

- Post-event reporting & analysis
- Website updates & post-event comms
- Budget reconciliation & full event debrief with stakeholders



PRE-EVENT



- Clarify event messaging & develop creative and branding hero imagery
- Develop clear event theming & messaging, and a corresponding communications plan
- Research venues and suppliers; prepare a comprehensive list of potentials for your review
- Design event website/app



SET-UP

- Contract venue(s), vendors and suppliers and ensure logistical considerations are addressed
- Manage invitation & registration processes, acting as primary point-of-contact for all delegates
- Secure sponsors/partners, ensuring deliverables are met and executed
- Manage speaker(s)/talent, ensuring they understand event objectives and your expectations



EVENT DAY

- Set-up and management of the event venue
- Supervision of attendee arrival and registration process
- Event flow and on-site troubleshooting.
- Management of all on-the-day suppliers to ensure a seamless experience

“

Feedback has been phenomenal. You guys are so fabulous at what you do. We have been blown away by how brilliant you are.

Jamie Mackay

VP, Global Beverage Group Franchise Lead, PepsiCo

”



What You Can Expect

1331 will never waste an opportunity to enhance your corporate event success through great planning, impeccable delivery, budget efficiency, and sustainable choices. We understand that our clients put faith in us to advise on options for building better, stronger business events and to help tackle surprises and unexpected challenges with absolute determination to ensure they never impact your event.

Our no-fluff approach is grounded in over 40 years of experience, world-class talent and innovative expertise. It's our people and our passion for what we do that makes the difference. We're B2B experts who genuinely feel that for business events to have real impact, it's vital to add a human touch. Convene top executives, elevate ideas, craft new strategies and make deals happen.

We are strategic. Our events are focused on business outcomes. And we never take on more than we can handle. We're small and nimble, so we can deliver exceptional service 24-7 and tailor each event to the exact needs of your team. We take the stress out of corporate events and aim to satisfy every need so that you never want to work with another agency again.



“I have been to so many conferences during my 18 years in the business and I would definitely rate this the highest! Venues were great and planning and organising were like clockwork!”

Partner, Clearwater International Finance

Meet the Team



Olivia Labrey

With over 20 years of events experience, Liv has organised high profile events for some of the world's best-known brands. She's as comfortable with luxury gatherings for a handful of lucky guests as she is with delegations numbering into the hundreds. She works hard, cares harder and puts her full heart into everything she touches.



Amy Calvert

Amy's been at the forefront of major events for over 23 years, working at a very senior level for much of that time and taking responsibility for every possible aspect of a broad spectrum of events. She's creative, energetic and a natural leader whose skill in orchestrating every aspect of an event to perfection is matched only by her passion for realising her clients' vision.



Verity Swallow

An up-and-coming talent in the world of events, Verity proved she had what it took to deliver the results clients dream of during her time in video production and service delivery. She hit the ground running at 1331 with a 300-person event in Switzerland straight off the bat and hasn't looked back.



Meghan Forsyth

When she moved across the pond from the New York metropolitan area, Meghan brought with her 5 years of experience in events and partnership management. A born perfectionist with an obsession for details, Meg finds joy in making clients' lives simpler and easier, and prides herself on efficiently delivering results that exceed expectations.

Testimonials



“They have a great eye for detail such as knowing how to dress a venue and the impact that creates.”

Emma Hughes

Head of Marketing
Clearwater International
Finance



“I couldn’t pick a highlight. The whole weekend was seamless and perfectly organised.”

Oliver Henry

Sales Director
Clarity Office Solutions



“Just reflecting on the last couple of days, I have to say this is my favourite event of the year! The format is spot on, the connections that we are able to make and the relationships that we form are invaluable. Keep doing what you are doing.”

Paul Cannon

Director of IT
Homebase



“I have a great relationship with 1331 Events now. You only go back to the suppliers who you know can deliver.”

Hayley Lawrence

Marketing Team Leader
GRENKE

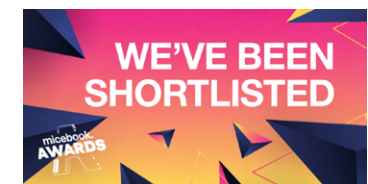


“We surveyed the team to see which events they enjoyed the most last year and yours was by far the winner.”

David Abel

Industry Manager Media &
Telecoms
Google

Recent Awards





Contact us today and let's partner to create
events with real impact

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