

# WHAT'S YOUR GOAL?



CLIENT:



## The Challenge:

In 2015, Santander Corporate & Commercial organised 16 week-long events in its pop-up event space, the Red Box. The box travelled from Edinburgh to Exeter, holding various events targeted at small to medium-sized businesses, including seminars, workshops and networking sessions designed to help ambitious business owners achieve their ambitions.

Santander was looking for a suitable West Midlands venue that was eye-catching and convenient and would support their objective to differentiate themselves. The team was keen to ensure the experience of the event would anchor the message and make a lasting impression on delegates.

## The Solution:

### Events at Molineux

Santander researched several potential venues in the West Midlands, including public sites such as Wolverhampton High Street. The results of the research identified Molineux as the ideal location for the event and to achieve their objectives.

Molineux offers event organisers the convenience of having everything on site, with a multitude of rooms available for hire, on-site catering and parking and an events and catering team on hand to help. The stadium's location also proved convenient, allowing the team to reach a wider audience reaching out to Herefordshire, North Staffordshire, Shropshire and Worcestershire.

With dozens of rooms available for hire, the Santander team was able to include breakout rooms to hold more personal conversations with delegates, as well as networking opportunities. The Events team at Molineux have a 'can-do' and flexible approach, allowing Santander to brand some of the rooms they were using; a great attention to detail that was recognised by colleagues and delegates alike.

Molineux is a historic and high profile venue which allows event planners the opportunity to make a genuine and lasting impression on their delegates. Santander took full advantage of these opportunities by utilising space next to the pitch within the stadium bowl, including an exclusive behind-the-scenes tour of Wolverhampton Wanderers' brand new state-of-the-art Academy facility which included an inspirational talk from high profile personnel within the Club that added real value to the guests in attendance that day.

**"I have managed several Red Box festivals around the country and I could not have asked for a more flexible and accommodating team. The Wolves venue was incredible, nothing was too much trouble and the team at Molineux was always keen to suggest ways in which our own ideas could be improved. First class service with a great outcome!"**

*Jemma Abela, Senior Marketing Manager, Santander*

## How to get in touch:

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## Results:

The team at Santander was happy with the results. The event at Molineux was one of 16 events in the 'Red Box' 2015 UK tour, and even though it took place in a closed location (i.e. not on a public high street) it was one of the top three 'best attended' Red Box festivals.

The nature of this event meant Santander generated brand exposure to hundreds of other delegates which were utilising Molineux's facilities at other events that week as the high profile location of the 'Red Box' on the within the stadium on the pitch apron was on view from most of our hospitality suites.

It was important for the Santander team to enhance the experience of their delegates. This was achieved through the flexibility of the facilities, the high standards of service, the unique nature of the location and the add-on highlights of the Academy tour and access to high profile Wolves personnel. The "Business in Sport" event, which included an exclusive 'behind-the-scenes' element received the some of the best feedback from across the programme of 'Red Box' events.

The event at Molineux was an unqualified success, with Santander staff pleased with the results from initial planning right the way through to final execution. Using such a unique venue has provided some excellent photography for its Marketing team to use in follow-up publicity.

## Delegate Feedback

'Very thought provoking, thank you!'

'Great Event! Excellent, very impressive International solution'

'Well worth the morning out of the office'

'Really impressive and inspiring'

'Really excellent, thank you for inviting me'

'Very forward thinking approach from a bank'

**"Molineux is a unique and evocative venue, steeped in history, it was crucial we found such a location in the Black Country and the Events team at Molineux were amazingly flexible in meeting our needs. We thought the response to a few of our questions would be 'No' but we were delighted with the responsive 'can-do' attitude of the entire team. The whole week, yes, week, worked beautifully and it would not have been possible without the organisation, the professionalism and the management of Laurie, Julian, Fidel and the entire team"**

*Chris Hallam, Divisional Head, Business Development, Santander Corporate & Commercial*