



CASE STUDY: PAREXEL

Country of Origin: UK

Client: PAREXEL

Number of Attendees: 2,200

LOCATION: Dublin

DURATION: 9 Days

DATE: November 2019

In November 2019, Wallace Travel Group operated ground services for three back to back pharma meetings on behalf of Parexel, for one of their global pharmaceutical clients. Following a two wave meeting the previous year, the client engaged Wallace Travel Group again, for an even larger event with greater requirements for 2019.

The event was for 2,200 delegates, who arrived in three waves for three major meetings. Each of the meetings had sub-meetings, and there were overlapping delegates across all meetings also. The basic requirements of WTG, were for logistical support, event managing numerous large dinners and providing staffing.

The initial challenge was that this event was larger, as well as being a more complex and dynamic event than the previous year. The expectation level of the end client for the services provided was also top level, so it helped to draw on WTG's wealth of experience in the 5 star incentive market, to bring that level of service to the event.

WTG managed daily logistics to and from the CCD and the network of fifteen hotels where the delegates were staying, including shuttle services and single transfers. In addition to these services, WTG provided daily arrival and departure logistics between the airport, CCD and hotels – as delegates were arriving and leaving at all stages during the event, depending on the meeting they were attending. WTG also operated a dedicated VIP transfer service, which was managed separately to the main group.



CASE STUDY CONTINUED

One of the biggest challenges in delivering these logistical services was that only approximately half of the delegates had pre-arranged transfers, with over 1,000 delegates arranging transfers with the team whilst the event was ongoing. Another spanner in the works was a major marathon event, which took place in the middle of the event, in the Docklands surround the CCD. This led to an extensive advance route planning, in close consultation with Gardai from Store Street and Pearse Street Garda Stations, to enable movements of hundreds of delegates through road closures.

Another service that WTG provided was to venue source and event manage three separate dinners for various sub-groups as part of the event. One dinner for 150 pax was arranged on the Monday night, with two further dinners for 350 and 200 pax, taking place on the Wednesday night. The venues that were used were the Old Jameson Distillery, the Guinness Storehouse and the Odeon. All of these dinners involved dynamic detailing as well as custom menus, décor and entertainment – even down to providing vintage arcade games in one venue! WTG managed and provided everything from umbrellas for delegates alighting from coaches, to top level security and badge scanning on entry. These were high touch evening events, which drew on the experience of the DMC dealing with high level VIP events.

The final element of the services provided was staffing, with WTG engaging 65 staff to assist with operating the event. From meet and greet at the airport, hotel hospitality desks, shuttle/transfer staff to staff within the CCD to manage badge scanning, conference and break out support, transfer desks, VIP assistance and speaker liaisons.

Of course, the best part of the event is the fantastic feedback from a happy client:

THANK YOU! You guys did an amazing job for us again this year – we threw so much at you and you never once said no to a request. Your pre-work was exceptional – you responded quickly to all requests and ensured we had everything we needed, when it was needed. Everything ran seamlessly onsite – the dinners received great feedback, the many transfers all ran smoothly – in spite of the road closures. Your work pre-meeting to ensure that the road closures would have minimal impact on us was second to none – we really appreciated the time you took to speak to local Gardai, etc. on our behalf. And quite apart from the fact that you have now done an amazing job for us 2 years running, you are an absolute delight to work with – you are friendly, approachable and hard working – all of which help us get this massive meeting done successfully.