

Experiential Event for C Level Executives - HPE CIO Vision Summit 2019, Dubai



CHALLENGE

- Organize a three-day summit in Dubai for 30 C Level well travelled executive participants from various IT clients of HPE.
- Develop a thematic event which would take delegates by pleasant surprise.
- The agency had to take care of all logistics in Dubai. This included Branding, Microsite Development, Venue Management, Onsite Setup, Ticketing, Hotel Booking, Visas, Hotel Transfers, Entertainment and Delegate Experiences.

SOLUTION

- Pace team crafted the theme of the event 'CIO Vision Summit'.
- The agency created an exclusive microsite for the event. The site had all the details of the event and all participants had to do was get onto the microsite and register their name to be a part of the event.
- Meticulously planned and managed all the logistics for the event to create smooth and unforgettable event for the delegates.

IMPACT

- The event was an overall success.
- The agency took charge of the conference and the networking dinner for the first two days.
- The participants were given a tour of Dubai on the third day of the event and enjoyed themselves.
- Delegates and client were impressed with the professionalism shown by the agency.