



Case Study - Arup

Connecting Infrastructure

Having already undertaken a Leadership Conference in November 2007, the Arup Europe Infrastructure Executive team were keen to continue the conversation with their leadership, reviewing their three year strategy, successes, and plans for their future growth.

HarknessKennett provided consultancy support to Nigel Barrick, Infrastructure Marketing Director, to develop the structure and content for a conference that would engage the whole of the senior team in their role in delivering the vision. As well as shaping content and key messages, HarknessKennett designed table work sessions and built in interactivity, as well as providing advisory support for event logistics.

The conference was highly involving and engaging. Through discussion groups, debate and interactive voting the leadership team were able to raise and tackle key issues. The event focussed them on the challenges and opportunities facing their business, and engaged them in the strategies in place to deliver maximum benefit.

Key to the success of the event was the pre-event research, which combined with the feedback from the previous conference, established the needs of the audience.

Research conducted after the event showed extremely positive feedback, with 94% of respondents rating the overall value of the event as excellent or good.

"HarknessKennett played a key role in shaping and delivering an excellent and innovative conference, which has enabled us to meet our communication commitments to our leadership team, as well as genuinely providing an opportunity for engagement and ideas generation."

Nigel Barrick
Marketing Director
Arup Infrastructure

Footnote:

Arup is a global firm of designers, engineers, planners and business consultants providing a diverse range of professional services to clients around the world. Arup has three main global business areas – buildings, infrastructure and consulting – and employs almost 9,000 staff in more than 37 countries.