

CASE STUDY

Client Hyundai & GCOM
Service Event Management Assistance



ABOUT

Hyundai utilised the Goodwood Festival of Speed event as their launchpad for their IONIQ 5 N debut.

Requiring over 700 nights of accommodation just 6 weeks before the event started, in a location where accommodation was sold out months prior, and transportation for 200 guests to and from airports, hotels and Goodwood, it was no easy task.

Those attending to witness the launch included VIPs, senior management, guests, media and exhibition stand staff, so it was essential that everything was in place.

That's where we came in.



OVERVIEW

An event that draws over 200,000 guests, Goodwood Festival of Speed was the key focus of the IONIQ 5 N launch for Hyundai.

We were approached around 6 weeks prior to the event, to ask if we could assist in securing over 700 nights of accommodation near by, despite all hotels being sold out, some exhibition event staff, along with transportation of hundreds of people across a variety of different journeys and group sizes.

Hyundai had to ensure all aspects of this event was seamless, as the overall experience for their guests and media was imperative to the launch.

THE CHALLENGE

Due to the short lead time, all of the local hotels were already fully booked, as were all the transport companies anywhere south of Manchester.

However we knew, with our connections, we could make this happen and we were determined to do so.

We got to work over very long hours, to ensure we met the clients requirements. Being based at Goodwood and knowing the local area intimately, we were able to find suitable solutions.

We negotiated and secured accommodation, transportation and staff to meet the clients requirements, a challenge that most thought was impossible.

Being a bespoke event management company means that we work when our clients need us to, which due to the time difference for this client, was far outside the normal 9-5 envelope.

WHAT DID WE DO?

Negotiated the best possible rates

Transport bookings and journey management

Secured and managed complex accommodation requirements

Rooming list revisions and management

24/7 on site event management alongside constant communication with their client

Acted as their “on the ground” knowledge hub

WHY DID THE CLIENT CHOOSE US?

We asked the client what made them choose us to assist with their requirements, and below were their reasons.

- We provided the quickest response compared to other companies they had reached out to
- Our knowledge and expertise, along with our passion, came across immediately. They could tell we were a personable company instead of a large corporation where you’d speak to many different departments and people
- Were confident we could find them a solution given our connections and the knowledge of the local area
- It didn’t cost them anything more to secure their requirements via us instead of doing it directly. We are provided with a commission from the venues we work with, as well as being able to obtain preferable rates, meaning we actually saved our client money

TESTIMONIAL FROM THE CLIENT



"A personal company that prioritises customer satisfaction. It was an honour to share unforgettable moments with Salone Events and have them deliver what we required with a smile."

Benny Song, Project Manager, GMCOM Korea

CAN WE ASSIST YOU?

We are driven by our passion for creating and delivering impactful events. No matter the size or scope of the event, we believe that no job is too big or too small. We are dedicated to crafting completely bespoke events for our clients, tailored to meet your specific needs and goals.

Taking great pride in our track record of nothing less than 5-star reviews from our satisfied clients, you can trust us to deliver you a successful and seamless event.

If you would like to discuss your event please contact our founder, Bernadette Palombo, who personally leads all events.

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