

CASE STUDY

Delivering Operational Excellence

Our Destination Management Company (DMC), Technical Production and other meetings and events capabilities “make it happen” – they connect the best people in the right places – on time, on budget and seamlessly.



Schroders

SCHRODERS

FINANCIAL SERVICES / INTERNATIONAL

Challenge

Global asset management company Schroders wanted to create a dynamic event that would consolidate and strengthen existing relationships.

MCI's solution

Concept

It was essential for Schroders to entice a combination of 38 existing investors, sales team members, future prospects and their partners to attend. The meeting needed to address current economic topics and encourage future investment, whilst the partner programme and hospitality had to be of the highest quality. St Petersburg, Russia, was identified as the destination that balanced culture and modern amenities and reflected the Schroders brand and ethos.

Realization

MCI was able to recommend and contract a high profile political figure to lead the meeting, and by employing our understanding and expertise, assist Schroders to create a meaningful and impactful programme. A luxurious partner programme was developed, allowing for networking and building meaningful relationships. To further enhance Schroders position as a market leader, MCI provided state of the art technology to deliver the key messages. The largest plasma screen in the world was transported to St Petersburg for the exclusive and sole use of the conference.

Results

The event ensured Schroders was seen as an educator within their sector and as the natural choice for investors.

Why MCI?

MCI's was able to present and implement creative ideas directly in line with Schroders brand and corporate values.

Schroders valued the fact that the event concept would help strengthen relationships with their stakeholders and position them as the leader in their market.

