



## THE CHALLENGE

To organise and host 3 different congress meetings in one month, with hundreds of guests arriving from all around the world and many prestigious speakers to organise daily, the last thing you need is to worry about are the meeting collaterals. Will the printer work? Are the banners correct? Do we have enough name badges and lanyards? Do we have pens and note paper for everyone? In addition, the set-up day is a bank holiday in Poland, how will we ensure that the collaterals arrive on time?

## THE SOLUTION

PMSG stores Shire's marketing, point of sale and event materials in their warehouses. Shire has a branded, password protected web ordering portal built and maintained by PMSG, where they can order their stock 24/7.

Working closely with the Shire events team to collate not just the existing stock but to also source new event items, sometimes at very short notice. The new items might include, event specific banners and signs, name badges and branded lanyards. Event items are maintained by PMSG, items are always checked when returned from events, printers are cleaned, checked and toners are removed and packed separately ready for transporting again. Stationery and IT kit contents are checked against kit lists and any missing items are replaced so the kits are ready for the next event. Other items are checked and are put back in stock or disposed of if broken or not required again. All items are put together into secured transportation cases and packed onto a pallet. Courier options are quoted and the most cost effective, but still arriving in on time courier option is booked.

## THE RESULT

Working with their in-house printer/designer PMSG produced the various congress specific banners, arrows and hand held signs, aimed at helping the delegates find their way around the event. Other materials were also sourced including organiser's name badges, scarfs and ties, branded lanyards, branded pens and secure transport boxes. PMSG collated all the materials onto one pallet and arranged for it to be delivered to the Warsaw pallet depot. As the delivery was required the day after a bank holiday, PMSG arranged for the pallet to be picked up from the depot by a local same day courier and delivered to the hotel in time for the set up.

Additional materials were required during the congress which were ordered via the portal and delivered next day to Warsaw.

The deliveries were carried out in a cost-effective manner and the whole process removed the stress from the Shire events team, enabling them to concentrate on the meetings themselves.

## WHAT THE CLIENT THOUGHT

"To have the support of PMSG enables the whole Meeting Team the ability to concentrate on the meeting itself. Knowing that all the items we will require for an on-site office are there, that we will be operational, without any concerns is the luxury of working with the PMSG team"

*T.SLASSI - Senior Event Lead.*