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Jon Bradford  
Head of Event Management  
Ark Group

# Hamilton Rentals Event Solutions ease Event Management for Ark Group

With a large portfolio of events and publications, Ark Group is a leading provider of business information for the Information Management, Legal and Financial sectors. The company’s Information Management division has organised over 100 events, including KCC Europe (Knowledge, Content & Collaboration Europe) which is held annually in Amsterdam. The event comprises a two-day conference programme, supported by an exhibition.

Hamilton Rentals’ specialist Event Solutions team, Hamilton Events, was engaged by Ark Group to provide a complete ‘one-stop-shop’ project management service for building and equipping all exhibition stands at KCC Europe – including supplying a choice of flooring, furniture, lighting and IT equipment.



**“In recent years, KCC Europe has focused purely on knowledge management, but this year we expanded the content to include a thorough evaluation of the latest trends in online information management and collaborative working,” explains Jon Bradford, Head of Event Management, Ark Group. “Although the event is primarily aimed at a European audience, it also attracts visitors from Canada and the USA.**

“In addition to the conference programme, KCC Europe also features an exhibition area, where we offer exhibitors shell-scheme stands. As I wasn’t sure whether the exhibition services suppliers recommended by the venue could provide the quality of service I required for my exhibitors, I decided to outsource the entire stand management process to Hamilton Rentals’ specialist Event Solutions team – Hamilton Events.”

#### **‘ONE-STOP-SHOP’ SERVICE**

“I first came into contact with Hamilton Events at last year’s KCC Europe, where they constructed a stand for one of our clients. I subsequently met with Hamilton Events to discuss their services in more detail and I felt confident that they had the skills and experience to offer Ark Group and our KCC Europe exhibitors a high quality service. Hamilton Events were able to provide a complete ‘one-stop-shop’ service and I felt they were a company I could really trust.”

Hamilton Events offer a total project management service for exhibitions and conferences and, as Hamilton Rentals is the largest supplier of IT rental equipment in the UK, they are also able to cover all of the IT requirements for virtually any event.

For exhibitors at KCC Europe, Hamilton Events provided a full stand construction service, including the supply of a choice of flooring, furniture, water coolers, lighting and IT equipment.

#### **EXCELLENT PROJECT MANAGEMENT**

As part of the service for KCC Europe, Hamilton Events liaised with each individual exhibitor to determine their own specific requirements, such as a carpeted or wooden floor, an open or closed stand, with or without spotlights. The IT equipment required by the exhibitors ranged from plasma screens to wireless laptops and projectors. Hamilton Events had a project manager on-site throughout the event build up period to oversee the whole project and co-ordinate the external contractors. The team had just seven hours to deliver, build and install everything on the day before the event opened.

Jon adds: “The whole Hamilton Events team was very helpful, professional and punctual throughout. They were always very responsive and quick to resolve any issues and both the Hamilton Events project manager – who headed up the stand build – and the IT installation team were excellent.”

#### **MAKING SURE THINGS HAPPEN... ON TIME**

“Our Hamilton Events Account Manager was very proactive, following the project through from start to finish. I was kept informed of progress via regular meetings and emails. The Account Manager was always quick to highlight any outstanding matters and to ensure that nothing had been overlooked. Having someone we could rely on and knowing that things were happening when they should have been happening, really helped to build our confidence in Hamilton Events.

“Prior to the event we issued an exhibition manual to the exhibitors and Hamilton Events was in contact with all of them. One of the biggest benefits was being able to rely on Hamilton Events to deal with many of the time consuming administrative tasks on my behalf – which isn’t always the case with some suppliers. Not having to deal personally with the administration gave me more time to focus on core business activities.

“Looking to the future, I’ll certainly be in touch with Hamilton Events to discuss my requirements when I next need IT equipment or shell-scheme stand construction.”



**“Normally, we have to use a number of different suppliers to cover the various services necessary for a successful event. We may use one company to build the stands, another to supply the furniture and yet another to provide the IT equipment.”**

**“However, Hamilton Events were able to supply everything, which made the whole stand management process far easier for me. With a single point of contact that was able to cover a host of services, Hamilton Events helped to ensure a successful event, whilst also reducing my workload.”**

Jon Bradford  
Head of Event Management  
Ark Group