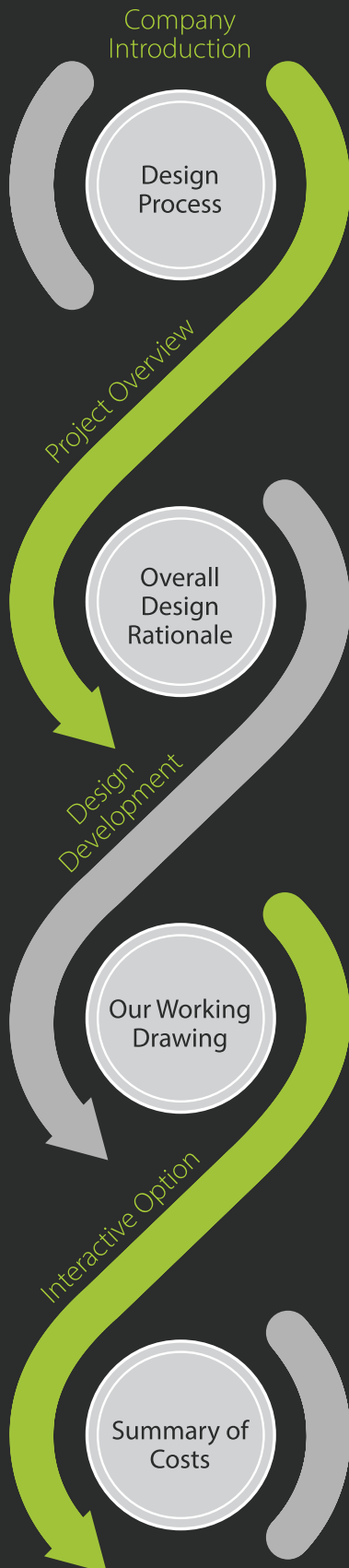


Our Methodology



It's important that the client knows who we are as a business, our values and the experience we hold within the exhibition and events industry.

This section details the concept's journey through research, first drafts and delivery of the final stand design.

To ensure we have fully understood and dissected the client brief correctly, we outline how we have looked closely at the objectives of the brief to demonstrate that our design team knows the client and the project to the standard required to deliver both exceptionally and true to the brand.

This section deep dives into the 'why' behind the concepts in our proposal, looking at customer journey, any zoning on the stand and its functionality, flooring choices, graphic placement, reception areas, meeting rooms, activations, technology, storage space and much more.

Typically we begin with mood and/or story boards, which include visuals of the different imagery that helped guide the designers – this can include previous projects from the client alongside external inspirations. It then develops to include preliminary sketches of the stand's form, leading the client on the same creative path as that of the design team, to reach the final renders.

These drawings show the detailed plans and elevations of the stand design. It's a blueprint for designers, manufacturers, production managers and (of course!) the client to ensure everyone knows exactly the specifics of the proposed design, including all measurements, as well as electrical routes and power source units as required.

Our design presentations also feature examples of how the client can amplify the visitor experience further with engagement solutions, including for example gamification, interactive technology, virtual reality and more.

Our final quotation(s) feature(s) a breakdown of the full cost of each build option, including optional extras to give the client complete freedom of choice.



Here we introduce the key Identity people who are working on the project with the client, including photographs, titles, bios and contact information.

The stand is approved and the actual implementation and execution begins.

The factory is briefed, teams assigned to prepare and manufacture the stand, the team leaders assigned and briefed and the cutting list is prepared, after which materials are ordered and relevant project specific orders are placed. The stand is prepared and then constructed in its raw phase in the factory to ensure that all the design specifications and requirements are in order, with graphic sizes checked.

The stand once prepared, is broken down, packed, wrapped and labelled, project specific.

Here we provide the necessary Health & Safety documents, risk assessment, Safety File and appointments for each project.

These are checked, along with stand numbers and sizes again.

The project consignment is taken to the venue – some projects require travel expenses and accommodation and these are booked on confirmation of each project where applicable.

The stand elements are offloaded at the venue and placed adjacent to the stand site.

Our Methodology



The Build

The Floor / Substrate

Starts with checking that the DB (distribution board) and any other exhibition services as pre-ordered and paid for, are installed by the official contractor.

The flooring is laid and the electrics pulled through the floor where required, as per design. Ground sheeting is rolled out over the floor to protect the same.

This can be started once the floor is complete.

The Structural Build

Continues with final placement, joining, filling, smoothing, painting and finishing, with graphics applied, CNC where applicable, lighting, décor, Audio Visual (AV) and furniture.

Where applicable, are set up and tested, along with AV.

Handover

The stand is handed over to the client and assistance is given to the client with respect to unpacking and storing the giveaways, USBs and the like.

The team is available on standby to attend to any requests.

Breakdown

The team assists with the client elements, which are packed and handed over unless otherwise arranged and the halls are vacated by exhibitors and attendees. The electrics, AV, décor and furniture are removed and any activation elements. The structure is then broken down with care to preserve the stand elements for the next project. The last elements to be lifted are the floor finishes and substrate platform. The stand is loaded and dispatched to the factory where it is offloaded and packed in the assigned storage area, where applicable.