

Ragley Corporate

case study

IT Futures Marketing Seminar

IT Futures is an IT consultancy based at the University of Wolverhampton which provides training and advice to small and medium sized businesses in the West Midlands area. Their seminar 'Marketing Ideas for Under £1' was aimed at small business owners and managers and they wanted an impressive venue to match the quality of the speaker.

Randeep Nagra, Marketing Officer at IT Futures says; "Having met staff from Ragley Hall at the National Venue Show we were highly impressed by the quality and prestige of the venue. This was an ideal location for our target audience of small and medium sized businesses based in and around the south of the West Midlands. It also offered the capacity needed for our large scale events that we run across the region."

The half day seminar began with registration and coffee in the Subhall area on the ground floor of the house where the 100 delegates could mingle and take in the views of the Rose Garden. The conference itself took place in the Great Hall where guests were seated theatre style and the speaker used a projector and PA system to deliver his presentation. A further break took place mid morning with tea, coffee and cold drinks being provided once again in the Subhall.

According to Randeep; "The staff were extremely helpful from the onset which ensured that the event ran smoothly."

The seminar was a great success and packed full of marketing ideas and inspiration. The majority of delegates stayed on to enjoy a hot buffet lunch served in Hooke's Restaurant. Ragley's chef served up a choice of Salmon & Cod Pie and Sweet & Sour Pork alongside an array of salads and breads and guests were treated to a Winter Fruit Crumble for dessert.

Randeep concludes; "Ragley Hall is a venue which offers beautiful surroundings, helpful staff and lovely food which help to make any conference or event a truly delightful experience for delegates"

IT Futures is funded by Advantage West Midlands. For more information log on to www.it-futures.com

