

elliottyoung

Introduction and service overview

elliottyoung.co.uk →



About us

- ▶ Formed in 2004 by Dan Elliott and Tim Davies. Prior to this, they worked together at Loewy Group where they both serviced several conference/ events clients.
 - ▶ Collective expertise in planning, creating and implementing effective marketing communications strategies for a variety of small to large event and conference brands.
 - ▶ Has grown by reputation, and has built a solid core team of events marketing and communications enthusiasts.
 - ▶ Our mission is to become the UK's most trusted facilitator of design and digital communications services for events and conferences.
-



Their creative is always on the money. Even though they were given just one week to come up with the campaign, they nailed it first go. 

Rosie Geyman, International Marketing Manager, Ecobuild & Resource

What we do

Branding.



- ▶ Brand workshops and guidelines
- ▶ Corporate identity and visual language
- ▶ Brand propositions
- ▶ Vision, values and behaviours

Digital.



- ▶ Site design and build
- ▶ Open Source technologies
- ▶ Content Management Systems
- ▶ HTML and dynamic emails
- ▶ SEO
- ▶ Social media

Marcomms.



- ▶ All printed or PDF collateral
 - ▶ Marketing campaigns
 - ▶ Advertising
 - ▶ Direct mail
 - ▶ Personalised messaging
 - ▶ Point of sale
-

Our clients

 <p>Bright Horizons FAMILY SOLUTIONS™</p>	 <p>caterer and hotelkeeper</p>	 <p>celesio the healthcare group</p>	 <p>cipd</p>	 <p>citihub™</p>	 <p>CLARION EVENTS</p>
 <p>CONCORD MUSIC GROUP</p>	 <p>DISCOVERY MORE ADVENTUROUS TASTES</p>	 <p>eabf entertainment artistes' benevolent fund</p>	 <p>The Economist Group</p>	 <p>evolution homecare healthcare direct to you</p>	 <p>fresh MONTGOMERY</p>
 <p>GOVNET COMMUNICATIONS</p>	 <p>GRANADA</p>	 <p>hansonwade</p>	 <p>HARRIS</p>	 <p>idm the institute of direct and digital marketing</p>	 <p>IET Venues</p>
 <p>ifpi representing the recording industry worldwide</p>	 <p>incisivemedia</p>	 <p>informa telecoms & media</p>	 <p>itv Productions</p>	 <p>Knight Frank</p>	 <p>Laurence tremayne</p>
 <p>lorien unique</p>	 <p>Ofqual Office of Qualifications and Examinations Regulation</p>	 <p>Reed Exhibitions</p>	 <p>Reed MIDEM A member of Reed Exhibitions</p>	 <p>Reed Travel Exhibitions</p>	 <p>The Royal Variety Performance</p>
 <p>sia spinal injuries association</p>	 <p>STEP Society of Trust and Estate Practitioners</p>	 <p>UBM</p>	 <p>UNIVERSAL MUSIC GROUP</p>	 <p>UPPER STREET EVENTS</p>	 <p>VAUXHALL</p>

The core account team



Dan Elliott
Creative Director

Dan has more than 18 years of experience in creating clear, compelling B2B communications to professional markets such as pharmaceutical and corporate events.

He is ultimately responsible for developing visual communications for all of elliottyoung's clients and ensures that all creative is on-brand, on-message, on-time and on-budget.

Dan graduated from the London College of Communications attaining distinctions and a degree in Graphic Design and Communications.

He is highly skilled across the entire marketing mix and has expertise in creating highly effective solus design projects through to full, through-the-line, integrated marketing campaigns that play out across advertising, direct marketing, literature, display/POS and digital platforms.



Tim Davies
Account Director

After completing an MSc in Marketing Management at Cranfield University, Tim went straight into the agency sector and began producing hugely successful strategic marketing and copy writing projects for Pfizer.

Tim's strengths lie in close project management and strategic thinking. His ability to add value to clients through his strategy recommendations, advice and pro-active input is very well known by elliottyoung's clients.

Coupled with his friendly manner, his ability to deliver even highly complex, multi-channel international campaigns to budget and deadline is highly regarded by clients and colleagues alike.

Tim works closely with clients on a multitude of projects – ranging from very fast, tactical, small budget projects right through to devising and leading multi-layered marketing strategies.



Ben Barrows
Design and Digital Executive

Ben is the company wizz-kid. He was spotted as an ideal member of the elliottyoung team after being noticed by talent scouts. In his spare time Ben occupies himself by building computers and self-learning 3D CAD architecture design, all of the Adobe Packages (he also teaches these in local colleges), WordPress, CSS/HTML and jQuery. It goes without saying, he also rides a motorbike.

Ben works with both the design and digital teams and in a variety of roles. He has in-depth knowledge of the systems used by clients and is always on hand for support and advice. His enthusiasm for all things related to on-and-offline communications means that elliottyoung's clients don't just feel like they're in safe hands, they also benefit from working with someone who loves solving problems and making improvements.



Assim Heetun
Graphic Designer

Assim has worked with our team for the past two years and is very familiar with all of the current events and conference brands that elliottyoung currently services.

With a passion for all things creative, Assim's experience spans producing illustrations for Tesco (creating engaging brand labels for their own version of Pimms), MTV (animation), Hydra (illustrating characters for their rulebook), a series of movie posters for indie films, character design for children's toy shops and accompanying comics, and illustrations for a variety of social gaming brands.

Assim's passion and dedication to producing compelling designs has been crucial to elliottyoung's growth in recent years.

How we normally work:



Research and explore

We take the brief and research issues that it has raised. We may well check competitor approaches or current thinking in design and marketing.



Presentation of options

We create a number of design approaches to hit the right tone of voice and message. Successful design always involves feedback and refinement.



Refinement

We analyse all feedback to refine the options down to a chosen approach. This is presented back to the client for further refinement or approval.



Sign off

Final feedback progresses the creative to sign off stage. We always ensure written sign off before production and insist on supplying electronic copy records.



Production

Our artwork team prepares deliverables for print. This involves 'flight checking', ensuring correct print set up, or web-optimised output files if appropriate.



Follow up

Project postmortems help refine our own processes, providing us with essential feedback to continually improve the way we work with clients from day to day.

Our experience

We've marketed over 500 events and conferences for international and domestic sectors for the past decade. Here's a list of some of the event brands we've serviced. For each of these clients we've undertaken part or whole of the entire campaign implementation, from branding through to brochures, DM, web banners, email templates, websites, etc...

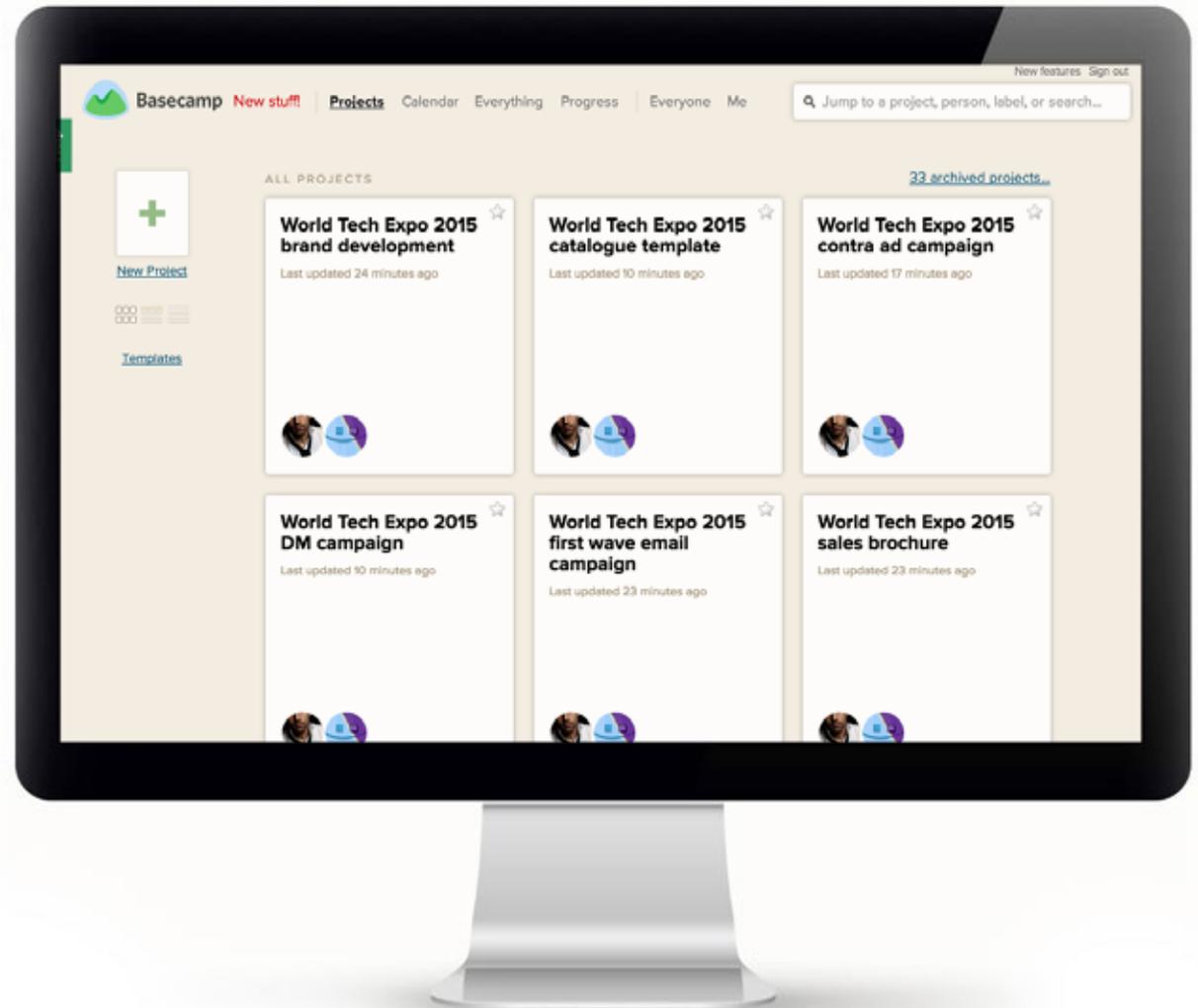


- ▶ Aerospace Testing (Reed Exhibitions)
 - ▶ Aircraft Interiors (Reed Exhibitions)
 - ▶ Arabian Travel Market (Reed Travel Exhibitions)
 - ▶ Caffe Culture (Upper Street Events)
 - ▶ City Break (Reed Exhibitions)
 - ▶ Corrugated (Reed Exhibitions)
 - ▶ Documation (Reed Exhibitions)
 - ▶ EuroFinance (The Economist)
 - ▶ Food ingredients (UBM)
 - ▶ IFE (Fresh Montgomery)
 - ▶ IGTM (Reed Travel Exhibitions)
 - ▶ ISTM (Reed Travel Exhibitions)
 - ▶ in-cosmetics Asia (Reed Exhibitions)
 - ▶ Inspex (Reed Exhibitions)
 - ▶ Intelligent Energy (Reed Exhibitions)
 - ▶ International Golf Travel Market (Reed Travel Exhibitions)
 - ▶ International Luxury Travel Market (Reed Travel Exhibitions)
 - ▶ Interplas (Reed Exhibitions)
 - ▶ ITEC (Reed Exhibitions)
 - ▶ Library Information Show (Incisive Media)
 - ▶ Mediterranean Travel Fair (Reed Travel Exhibitions)
 - ▶ National Incentive Show (Reed Exhibitions)
 - ▶ Nepcon (Reed Exhibitions)
 - ▶ Oceanology International (Reed Exhibitions)
 - ▶ Offshore Europe (Reed Exhibitions)
 - ▶ Online Information (Incisive Media)
 - ▶ Packaging Innovation (Reed Exhibitions)
 - ▶ PPMA (Reed Exhibitions)
 - ▶ Resource (UBM)
 - ▶ Storage Expo (Reed Exhibitions)
 - ▶ The CIPD's Annual Conference (The Chartered Institute of Personnel and Development)
 - ▶ The IDM's B2B Marketing and Data Summit (The IDM)
 - ▶ The IDMF (Reed Exhibitions)
 - ▶ Total Packaging (Reed Exhibitions)
 - ▶ UUVS (Reed Exhibitions)
-

Project management

Many of our clients enjoy using Basecamp, the world's best known and easy-to-use project management tool.

It's easier than using email since all correspondence, feedback, assets and design versions regarding a particular project are captured within each 'job folder' within Basecamp. It's proven to be so useful that for all new clients we now insist on using the service as a matter of course (at no extra cost to you of course). It makes email searches and 'sorry, I didn't see that instruction' a thing of the past.



Portfolio

We have created marketing campaigns for over 500 events and conferences and our digital product, Event Engine, has been the website platform of choice for over 1,000 national and international events.



Portfolio: Elements 2016



Brand for launch exhibition for furniture suppliers



Elements, a new exhibition for furniture suppliers which covers components, fixtures & fittings, decors and finishings, will take place alongside W16, the leading UK exhibition for woodwork machinery from 2-5 October 2016 at the NEC in Birmingham.



Case study: UBM

VISITOR TARGET: 6,000
VISITOR ACTUAL: **11,607**

Brand and campaign for UBM launch event, Resource.

CAMPAIGN OVERVIEW

In the summer of 2013 we were contacted by the Resource team after an opportunity arose for UBM to create this new event. The timeframe window was way tighter than usual and within a few short weeks from UBM being made aware of the opportunity, the show had to be conceptualised, branded and launched. Having worked with Elliott Young for over four years, Rosie Geyman, International Marketing Manager at UBM knew that we were the agency to ask to come up with the show brand. In her words:

We met the team, they listened to the show's pitch, asked questions, and digested the information. Then they got to work. The campaign they developed was purposefully very flexible, not reliant on one particular image or message. We knew the industry was rapidly changing with new messages evolving with regularity. So, a suite of related imagery was created, using a variety of simple shapes and a vibrant colour palette.



resource
REALISING THE OPPORTUNITIES OF A CIRCULAR ECONOMY
3-5 March 2015 ExCeL, London

The world's leading resource and circular economy event.

Circular Economy in construction – vision for the future

RESOURCE 2015 HAS A SPECIAL SECTOR FOCUS ON RESOURCE EFFICIENT CONSTRUCTION AND HOW THE PRINCIPLES OF THE CIRCULAR ECONOMY CAN BE APPLIED IN THE BUILD ENVIRONMENT.

SESSIONS INCLUDE:

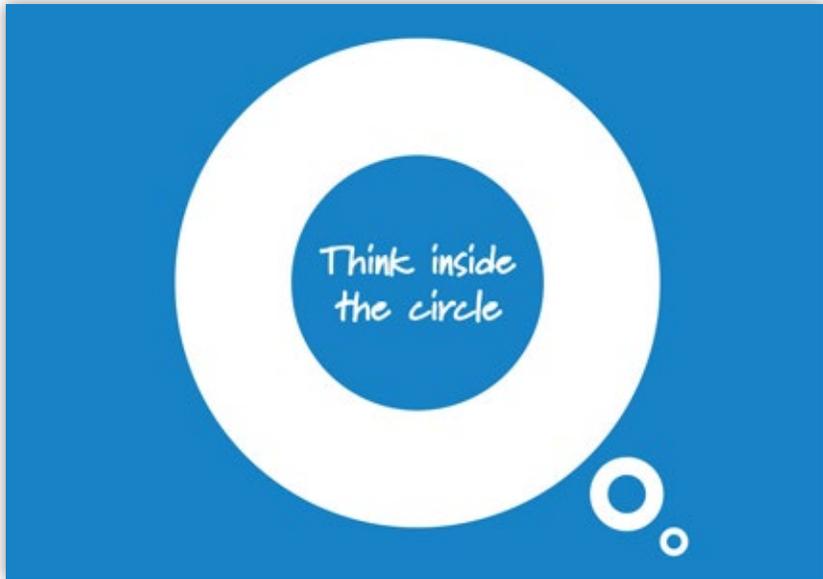
- REUSING 'WASTE' OR LEGACY STRUCTURES IN NEW BUILDINGS
- RESOURCE EFFICIENT MATERIALS AND PRODUCTS – MAKING THE RIGHT CHOICES
- DEMOUNTABLE CONSTRUCTION AND MATERIALS RECOVERY
- AUDITING AND TRACKING WASTE TO REDUCE COSTS AND IMPROVE SUSTAINABILITY
- USING WASTE TO POWER BUILDINGS OFF GRID
- DESIGNING BUILDINGS ACCORDING TO THE PRINCIPLES OF THE CIRCULAR ECONOMY

Co-located with **ecobuild** | Member of **100** | Organised by **UBM**

Register now for your free place at www.resource-event.com

“Their creative is always on the money. Even though they were given just one week to come up with the campaign, they nailed it first go.”

Rosie Geyman, International Marketing Manager, Ecobuild & Resource



Resource 2016:

resource
THE LEADING EVENT FOR THE CIRCULAR ECONOMY
8-10 March 2016 ExCeL, London

GO REGISTER TODAY AT:
www.resource-event.com



Proving circular business models

AUTOMOTIVE | CHEMICALS | CONSTRUCTION
ELECTRONICS | FOOD | RETAIL | TEXTILES

Resource 2016 is the free to attend, three day conference-led exhibitor that helps businesses take steps towards resource efficiency and the circular economy. The event is totally cross industry, bringing together expert enablers with practitioners to find solutions across the complete supply chain.

www.resource-event.com

Lead Partner: DS Smith, Co-located with: ecobuild
Member of: 100, Organised by: UBM

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Good leaders think circular

AUTOMOTIVE | CHEMICALS | CONSTRUCTION
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Lead Partner: DS Smith, Co-located with: ecobuild
Member of: 100, Organised by: UBM

Portfolio: Arabian Travel Market



Our 10th year of brand and campaign with top Reed Exhibitions event

The Arabian Travel Market, held in Dubai in May, is the Middle East's annual flagship event for the travel, business travel, and tourism industries. For ten years straight we have retained the contract for branding and campaign roll out.

ATM Means business
4 - 7 May 2015 / Dubai

23,600	\$2.1bn	2,745
visitors from 131 countries	of new business generated at ATM 2014	exhibiting companies

ATM Partners: Expedia, DUBAI, THE VISION, KAYAK, ANADOLY, TIME, IHG

Register today at www.arabiantravelmarket.com/itb

سوق السفر العربي ملتقى أعمال السفر والسياحة
دورة 2014 - أرقام وحقائق
4 - 7 مايو 2015 - دبي

12% نمو في عدد الزوار مقارنة مع سنة 2014

9,395 عدد الزوار (خاص)

23,636 عدد الزوار (إجمالي)

الملتقى العربي للسفر والسياحة في دورته لعام 2014 سجلت نجاحاً كبيراً في جذب عدد كبير من الزوار من مختلف دول المنطقة والعالم، حيث بلغ عدد الزوار الإجمالي 23,636 زائراً، منهم 9,395 زائراً خاصاً، وهو ما يمثل نمواً بنسبة 12% مقارنة مع سنة 2013.

كما شهدت الدورة مشاركة عدد كبير من الشركات والمؤسسات المتخصصة في مجال السفر والسياحة، حيث بلغ عدد الشركات المشاركة 2,745 شركة، وهو ما يجعل الملتقى العربي للسفر والسياحة من أهم الفعاليات المتخصصة في هذا المجال في المنطقة العربية والعالم.

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الملتقى العربي للسفر والسياحة
DIGITAL TOURIST
Day 1 of

ATM Means business
4 - 7 May 2015 / Dubai

Route Planner
مخطط المعرض

KATARAHOSPITALITY
VISIT KATARAHOSPITALITY AT STAND HC880



Portfolio: MIPIM Japan

Brand for launch of Japan's largest property event

2 DAYS TO NETWORK, LEARN AND SHOWCASE PROJECTS

Through high-quality conference sessions, targeted networking events and a sponsors' showcase area, MIPIM Japan offers all professionals an in-depth look into innovation and the Japanese property market.

NETWORK WITH THE ONLINE DATABASE

- Schedule meetings before and during the forum. Available online and on your mobile phone.
- Search the list of attending companies.
- Contact participants.

OPENING COCKTAIL

- Network with participants in an informal setting.

20 CONFERENCE SESSIONS

3 KEYNOTES

Get inspired by thought leaders

8 EXPERT PANELS

Benefit from market leaders' expertise

2 WORKSHOPS

Share and learn from your peers

2 MASTERMINDS

Discover top CEOs' visions for the future of the industry

2 THEMATIC BREAKFASTS

Wake up your mind through active exchange

2 NETWORKING LUNCHES

Cultivate relationships with clients & colleagues

1,000 M² SPONSORS' SHOWCASE AREA

to highlight and discover the most impressive property projects and solutions on the Japanese market

TOP 10 REASONS TO ATTEND

VISITORS

- Gain up-to-date market insight from leading industry experts
- Discover the latest property investment opportunities and trends in Japan
- Stay at the cutting edge of real estate innovation
- Connect with key decision-makers from all property sectors through dedicated events and online tools
- Generate new leads for future business

SPONSORS

- Gain visibility and recognition for your real estate projects
- Showcase your projects and solutions to leading market stakeholders
- Identify potential partners and investment sources
- Increase brand exposure among key international investors and property leaders
- Promote your on-site presence with tailor-made solutions to meet your business objectives

VENUE

The Prince Park Tower is located in the heart of Tokyo. Close to the city's landmark Tokyo Tower and within easy reach of two different subway lines, the Yamanote Line and Toei Mita Line.

Standing amidst a vibrant park, with Tokyo Tower visible off to one side, the Prince Park Tower offers a wide variety of facilities from bowling and beauty treatments, to spa, fitness and hot springs.

MIPIM Japan is organised by Reed MIDEM

SPONSORS: BOOK YOUR PACKAGE NOW FROM ¥800,000 / EUR 5,850€*

CONTACT US FOR MORE INFORMATION

Japan City One, CRM2 | International Loggia De Lami, Reed MIDEM
jp.reedmidem.com | loggia-de-lami@reedmidem.com
 +81 3 6264 0193 | +33 1 79 71 9635

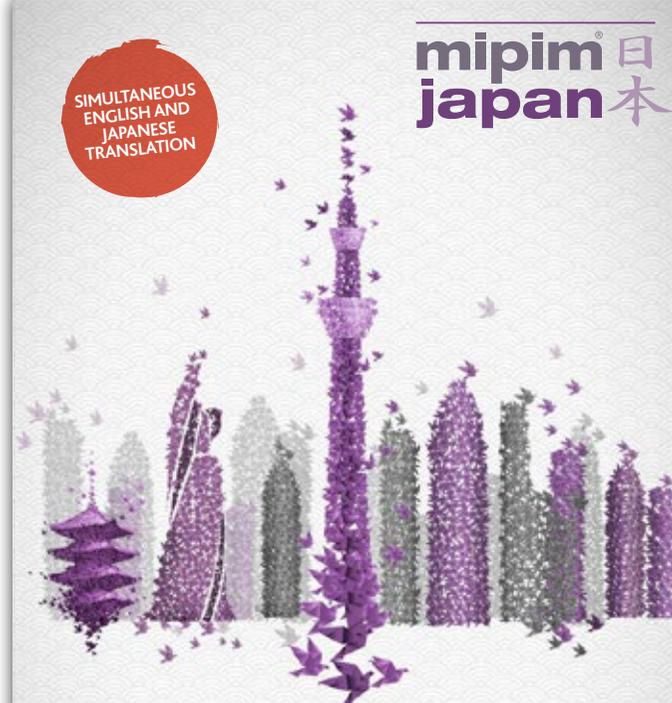
VISITORS: BOOK EARLY AND SAVE

Until Friday 19/03/2015	¥70 000	€512*
Until Sunday 10/05/2015	¥90 000	€649*
From Monday 11/05/2015	¥125 000	€901*

GOTO WWW.MIPIMJAPAN.COM TO REGISTER

SIMULTANEOUS
ENGLISH AND
JAPANESE
TRANSLATION

mipim[®] 日本 japan 本



THE JAPANESE FORUM FOR GLOBAL PROPERTY INNOVATION

20-21 MAY 2015
THE PRINCE PARK TOWER HOTEL, TOKYO, JAPAN

WWW.MIPIMJAPAN.JP

WWW.MIPIMJAPAN.COM



Portfolio: WTM Portfolio

WTM Portfolio Means business

In the last 12 months the portfolio generated **£3.9 billion** in business deals

world travel market
 2 - 5 November 2015 • London

world travel market
 Africa
 2 - 3 May 2014 • Cape Town

world travel market
 Latin America
 22 - 24 April 2015
 São Paulo

**الملتقى
arabian
travel market**
 5-8 May 2014 • Dubai

www.wtmworld.com



WTM Portfolio

“In the last 12 months the portfolio generated **US \$7 billion** in business deals”

The WTM Portfolio creates personal and business opportunity through its leading world travel events & industry networks with global reach and regional focus, providing our customers with quality contacts, content and communities.

Organised by:
Reed Travel Exhibitions

www.wtmworld.com

ILTM@ATM

5-6 May 2015

Meet high calibre luxury travel buyers in high value 1-2-1 meetings

25 decision-makers specifically focused on buying luxury travel

The crème de la crème of luxury travel buyers brought directly to your stand at ATM

Up to 25 pre-scheduled meetings with Middle East luxury travel buyers

In association with International Luxury Travel Markets, Arabian Travel Market 2015 will feature an exclusive luxury programme 'ILTM@ATM'. Middle East luxury travel buyers and the best in luxury travel providers to take part in pre-scheduled appointments over two days.

Over 50 suppliers and buyers will meet and develop business relationships at the leading global B2B event for the Middle East inbound and outbound travel industry.

kerzner

arabiantravelmarket.com/luxury

Organised by Reed Travel Exhibitions

International Luxury Travel Market

Portfolio: MIPIM UK



Brand for launch of UK's largest property event

Held in Cannes, MIPIM is the world's largest annual property industry event. In 2014 the inaugural UK expo and conference took place. We branded it and created their marketing collateral.

2014
THE UK PROPERTY MARKETPLACE
www.mipimuk.co.uk

2015
THE UK PROPERTY MARKETPLACE
mipim UK
21-23 OCTOBER
OLYMPIA, LONDON
www.mipimuk.co.uk

BUILDING THE UK
MIPIM UK is the UK's largest exhibition and conference for property professionals. It provides a market place for UK players and international investors to meet, discuss projects and opportunities and do business.

- ▶ 4,000 PARTICIPANTS
- ▶ 2,000M² EXHIBITION AREA
- ▶ 60+ CONFERENCES

WHAT IS MIPIM UK?
MIPIM UK provides the only national forum for property professionals to meet and close deals across all sectors of the property market. Covering office, industrial, residential, retail, healthcare, sports & leisure and student accommodation, MIPIM UK will deliver the opportunities to turn your business.

WHAT MIPIM UK CAN DO FOR YOU
MIPIM UK means business. You can share your projects and expertise with the UK's key property decision makers and global investors. You can source business, secure partners, and stay on top of the latest market developments.

100+ EXHIBITION STANDS
3000+ ATTENDEES
50+ CONFERENCE SESSIONS

9 CONFERENCE STREAMS COVERING ALL KEY SECTORS THAT AFFECT YOU AND YOUR ORGANISATION

ALL PROPERTY SECTORS REPRESENTED

20%	GOVERNMENT & LOCAL AUTHORITIES	30%	OFFICE
20%	ASSET MANAGERS	20%	RETAIL, LEISURE AND ENTERTAINMENT
10%	SUPPLIERS	15%	INDUSTRIAL AND LOGISTICS
		15%	STUDENT ACCOMMODATION

INVESTORS

- Discover new investment opportunities across the UK
- Keep ahead of the latest market trends

CORPORATE END-USERS

- Find the right premises for your purposes
- Find innovative solutions for effective asset management

DEVELOPERS

- Showcase your projects to an audience of international buyers
- Develop new partners active in the UK market and close deals

CITIES & LOCAL AUTHORITIES

- Promote your city/region to investors and developers
- Build partnerships to regenerate your area

OLYMPIA
Taking place in the stunning Victorian architecture of Olympia, there is no better location in London. Easily accessible from the West End and major transport links, the facilities are designed to make your visit UK simplified and enjoyable.

THE UK PROPERTY MARKETPLACE mipim UK 15-17 OCTOBER 2014
Olympia London

THE EVENT PROGRAMME PARTICIPATE

ONE NATIONAL PROPERTY EVENT THREE DAYS

SAVE THE DATE 15-17 OCTOBER 2014

OVERVIEW LAUNCH 1ST EDITION BENEFITS ADVISORY

EXHIBITION CONFERENCES NETWORKING

Portfolio: British Pavillion

Brand and website for launch events company



We branded this UK-based events company that aims that to take the best of British organisations into the heart of international trade markets.



Portfolio: Homegrown Live

Brand and website
for launch event



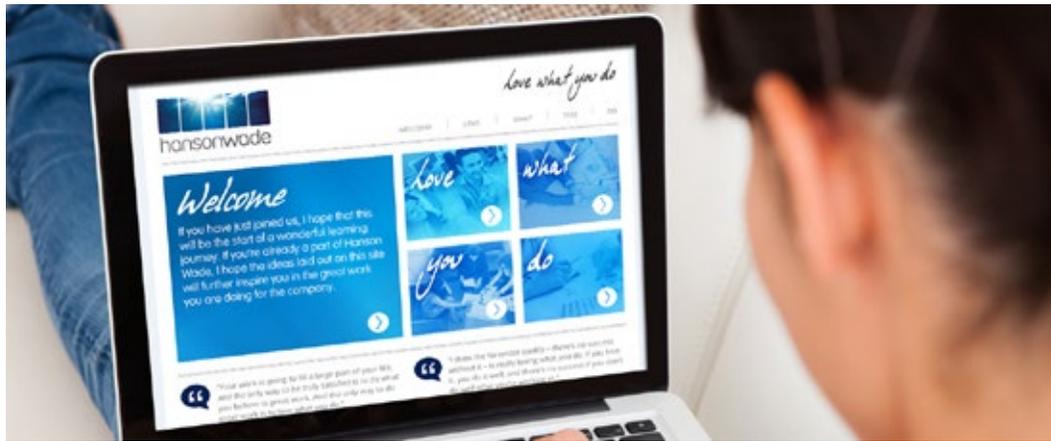
Portfolio: HansonWade

Branding
a top 100
fastest-
growing
company

We created the logo, brand id, website, and collateral templates for this Sunday Times Fast Track 100 conference and events company.



Portfolio: HansonWade



Portfolio:

International Golf Travel Market

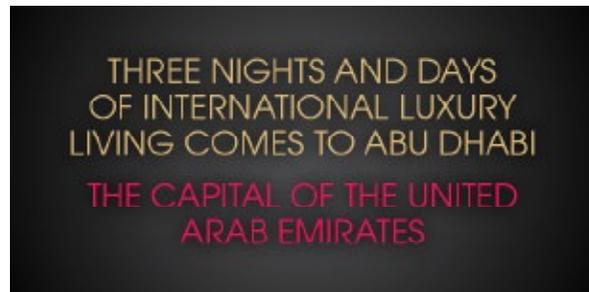


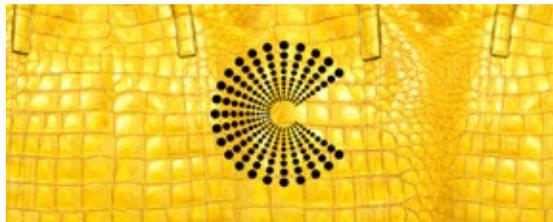
Portfolio: The Collection

International luxury brand launch, website and campaign



The Collection is one of the world's most prestigious consumer events, held in Abu Dhabi. We created the brand, website and all sales/marketing collateral for the inaugural campaign.





Portfolio: Beyond the froth

Online community for the coffee industry



An online smörgåsbord of industry and product news, supplier directory, featured suppliers, and social conversation - entirely CMSified. Easy to manage, easy to use, and created for the UK's largest coffee industry community.



Portfolio: GovNet

GovNET
EVENTS

Since 2010 we've been servicing **GovNet Communications**, producing event branding, conference brochures and other associated collateral, their conference websites, and their flagship magazine, moderngov.



Portfolio: London Wild Bird Watch



Brand, website and web app for launch exhibition



London Wild Bird Watch is the annual event for bird and wildlife enthusiasts, amateurs and professionals alike. We created the brand, website, web app, and all marketing collateral for the launch event.



elliottyoung

Thank you

Dan Elliott:

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dan.elliott@elliottyoung.co.uk

elliottyoung.co.uk →

