

AutoTrader All Employee Annual Conference

At Emirates Old Trafford



Old Trafford

Date
26 April 2017



Location
The Point



Delegates
800



Overview of the event

Having held their previous four conferences at Emirates Old Trafford, AutoTrader were pleased to book again for their fifth annual conference in April, the theme of which was "Building Brilliant Squads".

The conference had a packed agenda including a guest speaker, customer panels, Q&A's with the operations and leadership team. Plus, the 800 delegates competed in teams to win the final challenge there they had to complete to build Mount Everest on the stage!!

In the evening The Point was then transformed into a sit down three-course meal and entertainment space that included a DJ and room for dancing.



“ Many thanks to everyone at Emirates Old Trafford for helping us to deliver another hugely successful AutoTrader conference. The staff couldn't have been more helpful, working extremely hard to ensure the event ran on time, as well as providing an excellent three-course evening meal. ”



Emma Quested
Events Executive, AutoTrader



The Brief

AutoTrader wanted to bring all their staff together for one day, providing a fun, engaging and informative conference where delegates learnt the importance of building brilliant squads and how to put this into action.

They not only needed a venue that provided an easily accessible location with ample parking, but that also had the ability to comfortably house 800 delegates as well as provide space for a stretch tent and street food lunch on the grounds.

AutoTrader also wanted a high-standard of catering so they could host a three-course dinner in the evening which could be followed by entertainment, a DJ and space for dancing.

Results

Emirates Old Trafford offers a versatile space, able to match the complex requirements for the AutoTrader conference including accommodating 800 delegates for the different elements of the event.

The helpful and professional staff at Emirates Old Trafford constantly strive to meet and exceed expectations ensuring the conference was a great success from start to finish. The staff quickly transformed the conference space into a superb evening dinner and entertainment venue, taking the challenge in their stride.

AutoTrader needed a great venue team along with a number of event spaces and all within a superb location. A brief that Emirates Old Trafford could meet comfortably.

