

AutoTrader All Employee Conference At Emirates Old Trafford



Old Trafford

April 2017

Date
26 April 2017



Location
The Point



Delegates
800



Overview of the event

AutoTraders annual All Employee Conference, the theme this year was "Building Brilliant Squads"

Having held their previous four conferences at Emirates Old Trafford, AutoTrader were pleased to book again for their fifth annual conference in April 2017.

There was a packed agenda including a guest speaker, customer panels, questions with the Operational leadership team, and an activity where 800 delegates took part competing in teams with the final challenge to build an Everest mountain on the stage!

In the evening, the space was transformed to provide a sit down three course meal and entertainment space, for a DJ and dancing.



Emma Quested
Events Executive, AutoTrader



The Brief

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

They needed a venue that provided an easily accessible location with ample parking being a high priority with delegates arriving from far and wide. The ability to comfortably hold 800 delegates, as well as provide space for a stretch tent and street food lunch in the grounds was also a must,

Excellent catering for a three course dinner in the evening, followed by entertainment, a DJ and Dancing was a must.

Results

Emirates Old Trafford offers a versatile space, able to match the challenging and complex elements of the AutoTrader Conference, accommodating 800 delegates for a conference, street food themed lunch, a sit down meal and evening entertainment.

All staff at Emirates Old Trafford strive to not only meet expectations, but exceed them, ensuring the conference was a great success from start to finish. In the evening staff quickly transformed the conference space, into a superb evening dinner and entertainment venue, taking the challenge in their stride.

AutoTrader needed helpful and professional staff, a number of event spaces for different elements of the conference, all within a superb location. A brief that Emirates Old Trafford could meet comfortably.