



Product Showcase at Mythe Barn

Event Brief

Lexus required a premium venue to hold a 2 day event to showcase the Lexus GS300h as the superior choice in the sector through a number of workshops and test drive opportunities. The event was planned and implemented by event specialists RTS.

Each day this complex event saw 100 delegates split into four groups of 25 to complete four workshops including the Vehicle Test Drive, Business Zone, Customer Zone and Style Zone. Space requirements included a main meeting room laid out in cabaret style, three breakout rooms and indoor storage for 40 demonstration vehicles. Venue AV equipment was utilised and additional projectors were supplied by the client. For lunch a delicious two course hot and cold buffet lunch was served and refreshments available throughout the day.

Special requirements included:

- Vehicle to be displayed within main conference room
- Vehicle valeting facilities
- Space to manoeuvre demonstration vehicles in front of the venue and line up in advance of test drives
- Close proximity to a petrol station
- Access for HGV vehicle transporters

Our client was impressed with the suitability of the venue for each element of the complex event.



Images by www.lighttheface.com