

Category Best use of Events & Live Marketing
Description Welcome to the Underworld exhibition
Client RIW
Agency CIB



Technical seminar attended by
207 Delegates
 from leading organisations

OVER
3,850 Visitors
 to the exhibition in total

19,766 Views
 on The Building Centre website

3,545 Visits
 on the dedicated microsite

“The Building Centre exhibition was a fantastic way to associate our brand with interesting underground projects. The type of contacts who attended events during the exhibition period, and our speaker evening specifically, were the right people, in the right frame of mind. RIW don't go for a hard sell approach; this collaboration was a subtle way of raising awareness of our ongoing involvement in major projects with cutting-edge practices.”

Martin Radford
 Business Manager
 RIW