



## CASE STUDY

# Travis Perkins Suppliers Conference 2022

# 1,500+ | Visitors

Travis Perkins wanted to deliver a Virtual Supplier Conference that would allow its 75 top national suppliers to network and engage with branch managers and buyers from across the UK. V-Ex was able to produce an unforgettable online experience.

## CHALLENGE:

Travis Perkins' annual supplier conference is the opportunity for branch managers and buyers to meet directly with national suppliers and discuss commercial plans for the year to come. The nation's favourite builders' merchant wanted to make the event more accessible and more sustainable by taking the event virtual.

## SOLUTION:

By implementing a Gold, Silver, Bronze structure, V-Ex was able to build 75 bespoke 3D exhibition stands from which the suppliers could display the products, publicise commercial opportunities and host 1-2-1 networking sessions with TP branch managers. During the two event, each region hosted live breakout sessions and the company's senior leadership team was available to speak to all employees via a live networking tool.

## RESULT:

On 8th & 9th March 2022, Travis Perkins held its second annual Virtual Suppliers Conference through the V-Ex Platform. With over 1,500 registered visitors to their virtual venue, all tracked through our CRM, this was their largest event. Holding a competition between regions to see who visited the most stands, talked to the most suppliers, and viewed the most content drove footfall through the event.

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