

Steal the **Show**
EVENTS **BROCHURE**

AN INTRODUCTION

ABOUT AP&C

We put our clients at the heart of everything we do. We are strategists. We are storytellers. We are creators. We take our clients' needs and wishes and work together to bring it to life.

From starting out as a print company, communicating our client's message has always been at the heart of what we do, but these days our service stretch so much wider than just print. Still with the clients message at our hearts we build strategies using creative, print, events, videos, websites, social, merchandise and telemarketing to deliver for our clients.

With a close-knit team of professions, each skilled in their own area, our clients love how responsive we are to each and every request.

CONTACT US

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EVENTS

At AP&C Events, we do more than deliver events - we create unforgettable experiences.

With over 13 years of expertise, our in-house events team combines creativity, organisation and passion to bring your vision to life!

From intimate roundtable dinners to large-scale exhibitions, custom stand builds, and corporate hospitality, we handle every detail with care. Whether you need full end-to-end project management, onsite event set up or targeted support in specific areas, we ensure your event not only runs smoothly but leaves a lasting impact.

As part of a full-service creative agency, we can also enhance your event with branding, print, marketing, promotional merchandise, and outreach - all under one roof! Therefore, becoming your one stop shop for all things events!



**WE DON'T JUST
DO EVENTS,
WE CREATE
EXPERIENCES!**

MEET THE TEAM



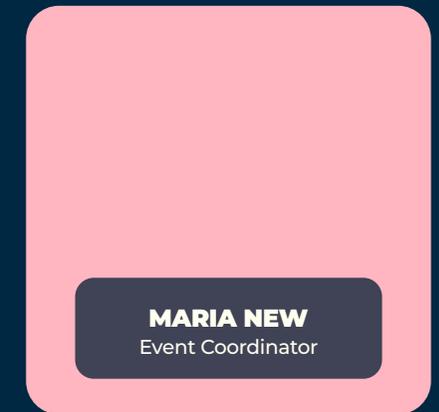
HAYLEY SMITH
Director of Events UK
& EMEA



CAITLIN ZEBEDEE
Senior Event Manager



SOPHIE DEACON
Event Coordinator



MARIA NEW
Event Coordinator

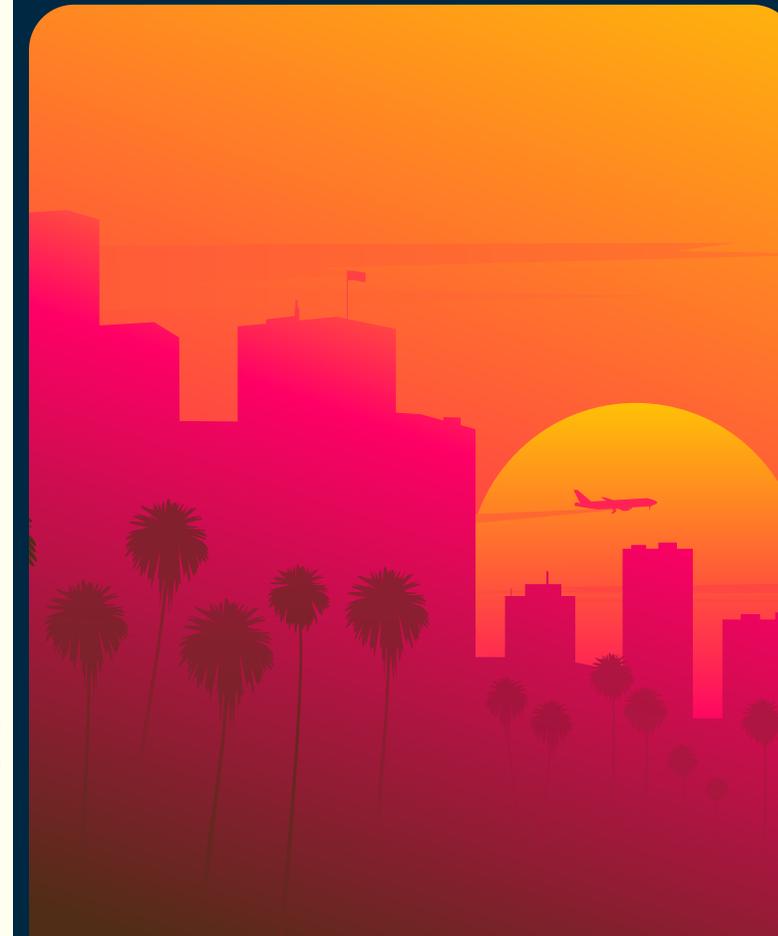
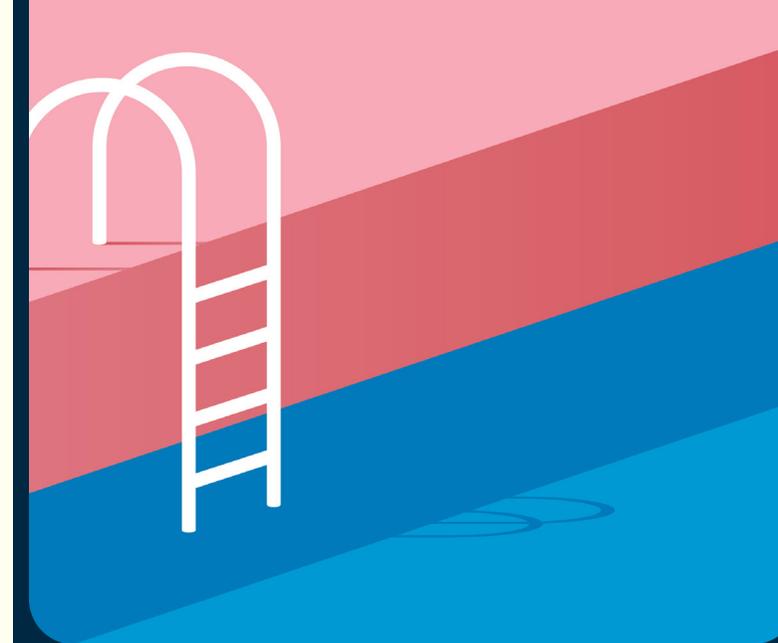
WHAT WE DO

OUR SERVICES

We provide flexible, tailored event solutions designed to suit every brief and budget. Our services include:

- **Event Planning & Project Management** – From concept to completion, including venue finding, site visits, logistics, and onsite coordination.
- **Virtual & Hybrid Events** – End-to-end platform setup, branded landing pages, live streaming, and registration management.
- **Creative & Design Support** – Event branding, stand graphics, slide decks, and print collateral.
- **Marketing & Communications** – Pre-event campaigns, landing page, email builds and automation to delegate confirmation calling
- **Promotional Goods** - Attendee gifting or show swag
- **Onsite Experience** – Event check-in and badge printing, engagement activities, branded merchandise, and tailored hospitality.

We work collaboratively with you to create a bespoke project plan — managing everything or providing specialist support where you need it most.



EVENTS TYPES WE COVER

No matter the occasion, scale, or setting, AP&C Events has the expertise to deliver:

- Roundtables & Executive Dinners
- User Groups & Workshops
- Product Launch / SKO
- Exhibitions & Trade Shows
- Custom Stand Builds & Shell Schemes
- Corporate Hospitality & Networking Events
- Seasonal Parties (Summer / Christmas)
- Virtual & Hybrid Events

From strategic business sessions to large-scale exhibitions and fun, social gatherings - we've got you covered.



VENUE FINDING

Finding the perfect venue is the foundation of a successful event — and that's where we come in.

Our team has the knowledge, network, and creativity to match your brief with the ideal space, whether it's an exclusive London dining spot, a stylish EMEA conference venue, or a large-scale exhibition hall.

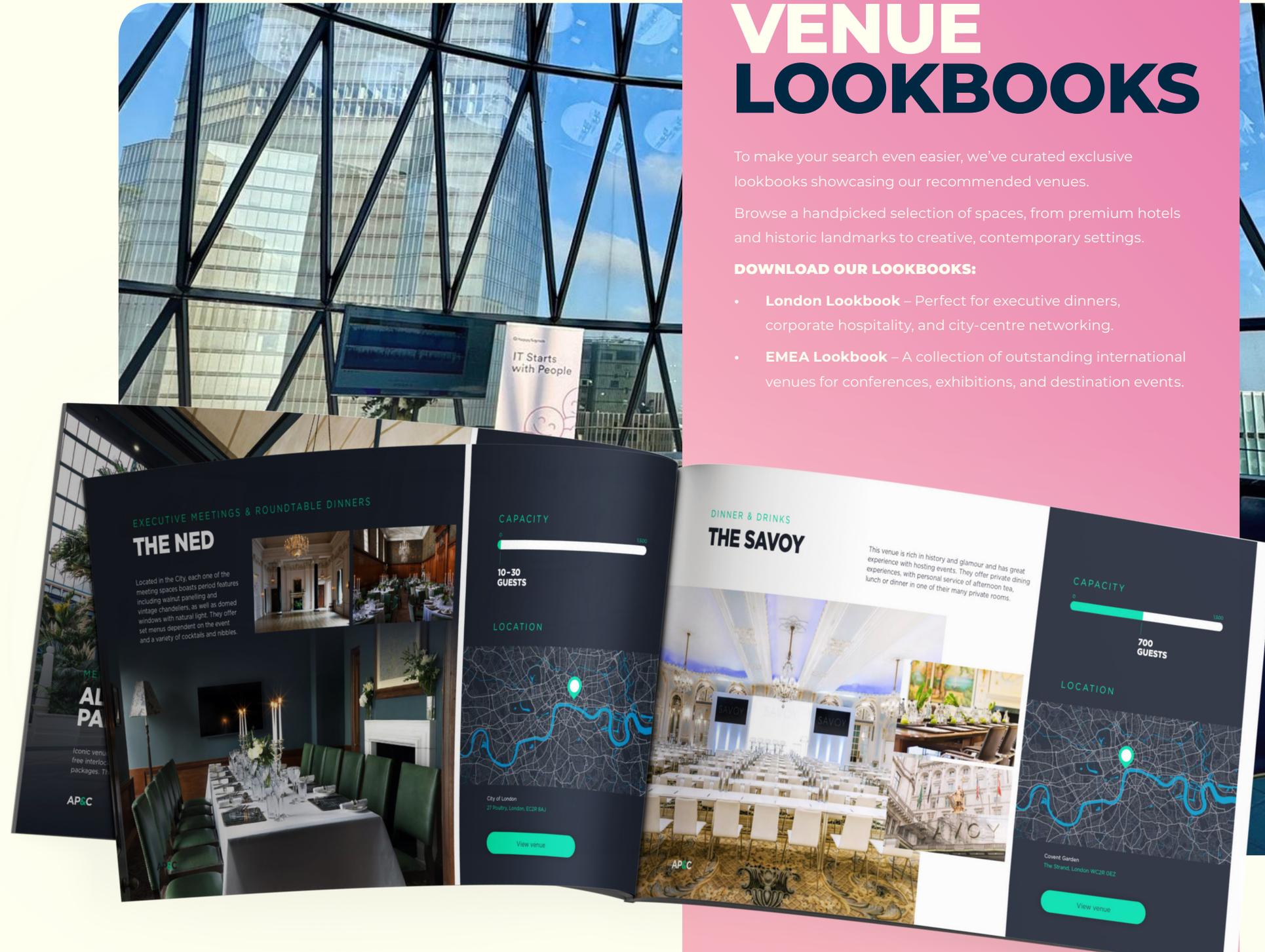
We'll take care of the legwork, from shortlisting and site visits to logistics and supplier coordination, so you can focus on the bigger picture.

WHY CHOOSE US FOR VENUE FINDING?

- Extensive knowledge of venues across London, the UK, and EMEA
- Access to hidden gems alongside well-known favourites
- Full support with contracts, logistics, and event flow
- Cost-effective solutions tailored to your budget and brand



Download our venue look book here.



VENUE LOOKBOOKS

To make your search even easier, we've curated exclusive lookbooks showcasing our recommended venues.

Browse a handpicked selection of spaces, from premium hotels and historic landmarks to creative, contemporary settings.

DOWNLOAD OUR LOOKBOOKS:

- **London Lookbook** – Perfect for executive dinners, corporate hospitality, and city-centre networking.
- **EMEA Lookbook** – A collection of outstanding international venues for conferences, exhibitions, and destination events.



ROUND TABLES

Roundtables are all about meaningful conversations — and we make sure every detail sets the stage for success.

Our team provides full project management and venue sourcing, ensuring we not only find the perfect event backdrop but that your event runs seamlessly from start to finish. And we don't stop there. We enhance your roundtable with:

- **Venue Branding & Collateral** – Custom graphics, signage, and event materials to create a polished, professional environment.
- **Branded Swag & Giveaways** – Thoughtful, customised merchandise to leave a lasting impression.
- **Event Comms** – Bespoke, branded event landing pages for registrations, exclusive invites and pre-event comms to keep participants engaged and informed.
- **Attendee Recruitment & Pre-Event Confirmation Calls** – Targeted outreach to maximise attendance and ensure your seats are filled with the right people.

Whether it's an intimate executive dinner or a larger discussion group, we combine strategy, creativity, and flawless delivery to make your roundtable a standout experience.



USER GROUPS/ WORKSHOP

User groups and workshops are about connection, learning, and shared experiences — and we make sure every element is designed to engage your audience.

Whether you're running a hands-on workshop or building a thriving user community, we combine strategy, creativity, and flawless delivery to make your event both impactful and memorable.



BESPOKE EVENTS

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- Cost-effective solutions tailored to your budget and brand



VIRTUAL EVENTS

We create a fully branded virtual experience, that brings your audience together seamlessly, no matter where they are in the world.

Our support includes:

- **Bespoke Branded Landing Pages** – Central hubs for registration, event details, agenda & assets.
- **Themed Virtual Backdrops** – Professionally designed to match your event style and brand.
- **Attendee Registration & Management** – From sign-up to reminders and check-in.
- **Live Chat & Interaction Tools** – Keep participants engaged and connected throughout.
- **Speaker Management** – Coordinating availability, running rehearsals, and providing technical support.
- **Slide Deck Creation & Support** – Ensuring presentations look sharp and run smoothly.
- **Pre-Event Rehearsals** – Testing platforms, content, and roles to deliver a flawless live experience.

From intimate webinars to large-scale virtual conferences, we manage the detail so your audience enjoys a smooth, engaging, and memorable event.

BENEFITS OF VIRTUAL EVENTS

- **Cost-Effective** - Lower budget needed
- **Wider Reach** - Connect attendees anywhere in the world/ no travel restrictions
- **Time Efficient** - No travel time required / Easier to fit into busy schedules, boosting attendance rates.
- **Data & Insights** - Track attendance, engagement, and interaction in real time.
- **Sustainable** - Reduced carbon footprint
- **On-Demand Content** - Record sessions and share them post-event.



TRADESHOWS/ EXHIBITION & SPACE ONLY

Even with a limited footprint, your brand can make a big impression. Whether you're a sponsor, partner, or exhibitor with a small allocation, AP&C helps you maximise your space and your visibility.

How we help you stand out:

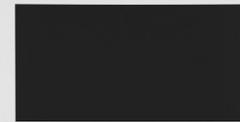
Purpose-Built Booths & Backdrops – Designed to showcase your brand clearly and professionally.

Demo Stations – Compact, functional setups to highlight your product or service.

Branded Swag & Giveaways – Thoughtful items to keep your brand in delegates' hands.

With clever design and impactful branding, we ensure even the smallest spaces capture attention and drive engagement.

stryker



You specialise
in your patients.

**We specialise
in you.**

stryker

servicenow

WE MAKE THE WORLD
WORK BETTER

servicenow

WE MAKE THE WORLD WORK BETTER

Agile technology will be an enabler to the way police forces interact, plan and deliver services to allow personnel, and the public, to stay connected.



servicenow

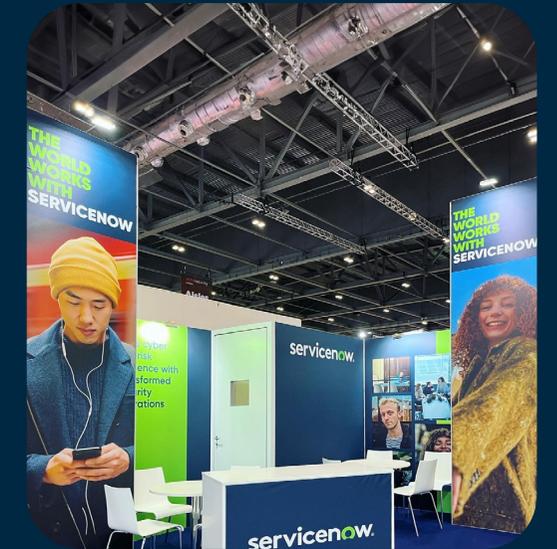
SHELL SCHEME

A successful trade show presence goes far beyond stand graphics. At AP&C, we manage every detail so your booth makes an impact and your team can focus on conversations that matter.

From concept to execution, we create booths that are not only visually impressive but also drive traffic, conversations, and measurable ROI.



TURNKEY STAND



OUR SUPPORT INCLUDES:

Exhibitor Manual Management – We handle deadlines, paperwork, and place orders for AV, power, and furniture on your behalf.

Custom Stand Design & Graphics – Eye-catching visuals that bring your brand to life.

Stand Activations & Engagements – Interactive features to draw footfall and generate leads.

Branded Swag & Giveaways – High-quality items that extend your brand's reach long after the event.

STAND BUILD

Building a stand is about more than just structure — it's about creating an experience that attracts, engages, and delivers results. At AP&C, we provide end-to-end project management, taking care of every detail so your team can focus on connecting with attendees.

OUR PROCESS INCLUDES:

From Brief to Concept – Starting with the show floorplan, we design a bespoke layout that meets your requirements, maximises footfall, and creates a strong visitor journey.

Design & Graphics – Custom stand visuals that showcase your brand and messaging.

Exhibitor Manual & Compliance – We handle deadlines, paperwork, health & safety plans, and mandatory submissions on your behalf.

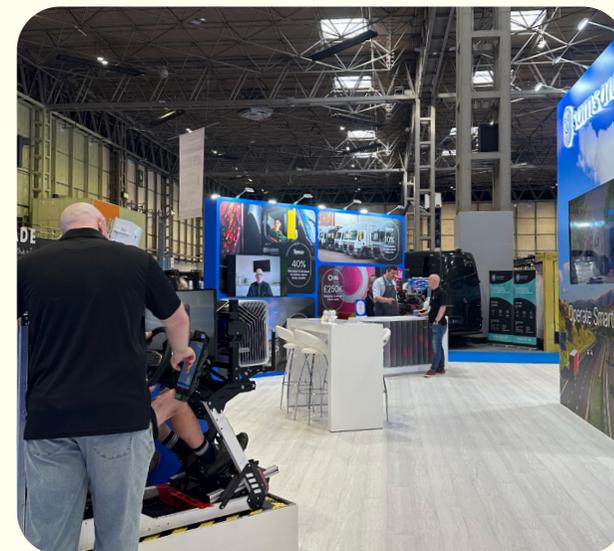
Stand Build & Contractors – Full management of contracted stand builders and onsite delivery.

Stand Activations & Engagements – Interactive experiences to drive traffic and capture leads.

Branded Touchpoints – Team uniforms, swag, collateral, and giveaways to extend your brand presence.

Onsite Execution – We oversee build, setup, and delivery to ensure everything runs seamlessly.

From the first design to the final handshake on the show floor, we bring your stand vision to life — ensuring it makes maximum impact.



STAND ACTIVATION

A great stand isn't just about how it looks — it's about how it performs. That's where stand engagement comes in. Adding an activation or interactive element to your booth not only makes it more inviting but also creates memorable experiences that attract attendees and keep them there longer.

WHY ENGAGEMENT MATTERS:

Increase Footfall - Interactive features draw in attendees and set your stand apart from the competition.

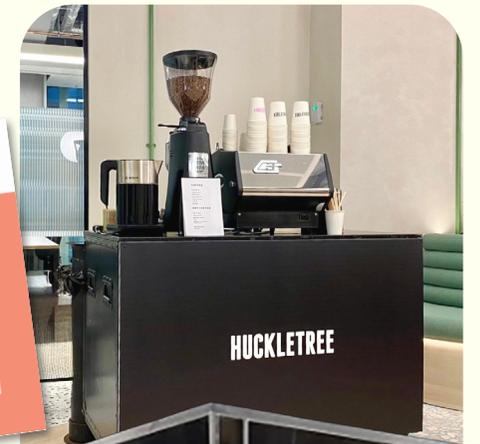
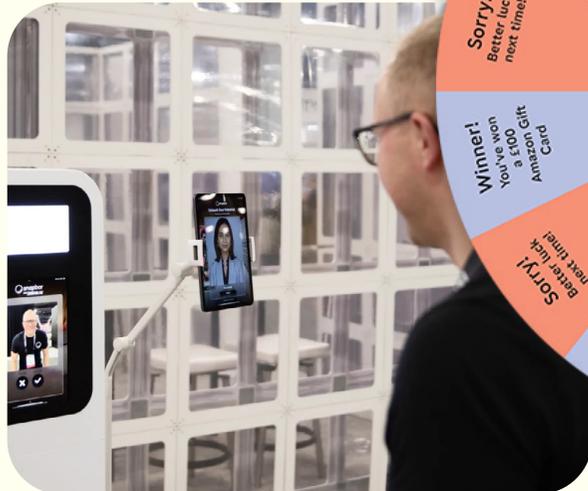
Boost Lead Capture - More traffic means more scans, conversations, and qualified leads.

Create Talking Points - A unique activation makes your brand stand out and gives visitors something to share.

Strengthen Relationships - Interactive moments break the ice, making it easier for your team to connect with prospects.

Collect Valuable Data - Gamification, competitions, and digital touchpoints generate insights you can use post-event.

From branded coffee stations and prize-winning games to immersive tech activations, we'll design experiences that align with your brand and deliver measurable results.



LANDING PAGE, EMAILS & AUTOMATION

Your event journey starts long before the big day — and first impressions matter. That's why we create high-impact landing pages and automated communication workflows designed to engage, inform, and convert your audience.

With a seamless digital experience, we make it easy for attendees to say yes to your event — and stay excited right up until it begins.

WHAT WE DELIVER:

Branded Landing Pages – Visually striking and fully tailored to your event identity.

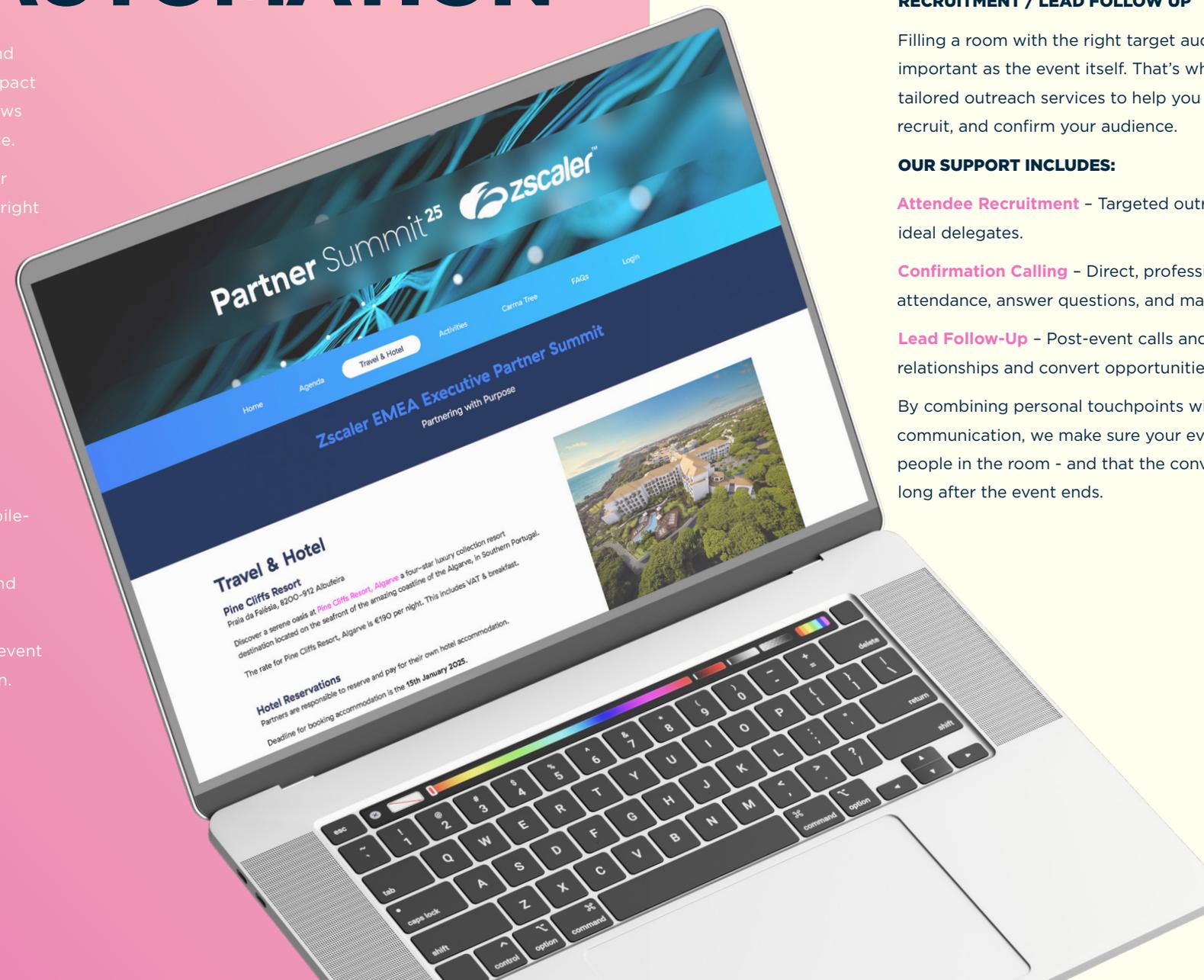
Engaging Campaigns – Invitations, reminders, and confirmation emails that cut through the noise.

Smart Automation – Workflows that keep attendees updated at every step without you lifting a finger.

Optimised for Conversion – Clear calls-to-action, mobile-friendly design, and streamlined registration.

Post-Event Marketing – Surveys, follow-up content, and thank-you campaigns to extend the event's impact.

From first invite to final follow-up, we make sure your event communications don't just inform — they inspire action.



OUTREACH

CONFIRMATION CALLING AND ATTENDEE RECRUITMENT / LEAD FOLLOW UP

Filling a room with the right target audience is just as important as the event itself. That's why we provide tailored outreach services to help you connect with, recruit, and confirm your audience.

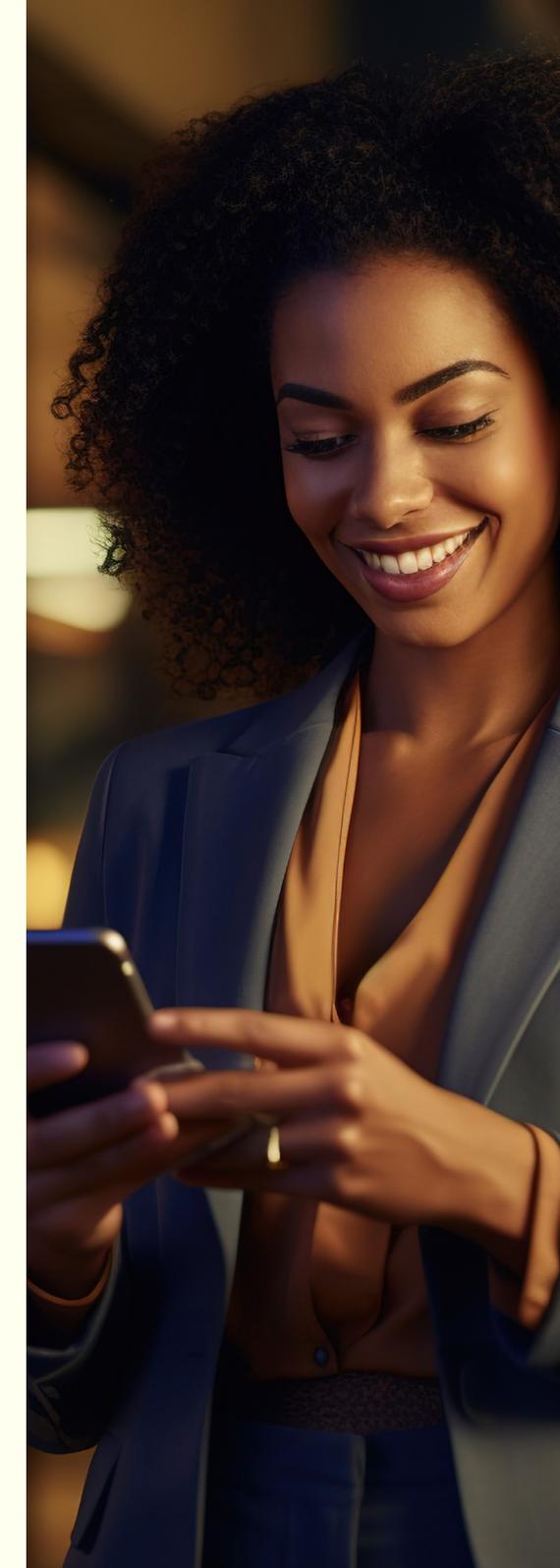
OUR SUPPORT INCLUDES:

Attendee Recruitment – Targeted outreach to attract your ideal delegates.

Confirmation Calling – Direct, professional calls to confirm attendance, answer questions, and maximise turnout.

Lead Follow-Up – Post-event calls and emails to nurture relationships and convert opportunities.

By combining personal touchpoints with professional communication, we make sure your event has the right people in the room - and that the conversation continues long after the event ends.



EVENT ENHANCEMENTS



TEAM BUILDING

Team building is more than just fun and games — it's a powerful way to strengthen relationships, improve collaboration, and energise your people.

At AP&C, we research and source trusted suppliers who can deliver the right activity for your audience, theme, and goals. Whether on-site at your venue or off-site in a unique location, we'll design an experience that fits.



Outdoor Adventures - From GPS / AI club treasure hunts and obstacle courses to survival-style challenges.

Taskmaster-Style Games - Fast-paced, lighthearted challenges that get everyone involved.

Custom Game Shows - Interactive quiz and game formats built around your business or event message.

AI-Powered Challenges - Innovative, future-focused tasks that use technology to inspire creativity.

North Star Vision Boards - A reflective, creative session where teams map out aspirations and collective goals.

Charity Challenges - Give back while building team spirit, from building bikes for children to environmental projects.

From energising icebreakers to fully immersive, bespoke experiences, we'll help you create a programme that not only entertains but also delivers meaningful outcomes for your team.

SPEAKERS



The right speaker can inspire, educate, and transform the atmosphere of an event. At AP&C, we help you research, source, and secure speakers that align perfectly with your event goals and audience.

WHETHER YOU'RE LOOKING FOR:

Topic-Specific Experts

Relatable Guest Speakers – Engaging personalities who share powerful stories on resilience, motivation, leadership, and personal growth.

Industry Thought Leaders – Recognised figures who can spark conversation, influence opinion, and add credibility to your event.

From initial research and shortlisting through to coordination and briefing, we take care of the process — ensuring your speaker not only fits the brief but leaves a lasting impression on your attendees.

ENTERTAINMENT



Keep the energy high after lunch or at post event drinks receptions by creating memorable moments that will get people talking. Whether you want an elegant atmosphere or a high-energy party, we'll source entertainment that fits your brand and audience.

- Live music
- LED robot dancers & futuristic performers
- Caricaturists for a fun, personal keepsak
- Close-up magicians to amaze and engage small groups
- Champagne dress ladies for a unique photo opportunity
- AI robots for a futuristic, interactive talking point
- Fire performers or aerial artists for visual spectacle
- Photo booths or 360° video experiences to capture the moment
- Themed hosts or walkabout acts to tie in with your event style

DESTINATION-INSPIRED EXPERIENCES



- Local cultural acts tailored to your event location. Example: Portuguese folk dancers bringing local tradition to life
- A fiery Spanish flamenco routine
- Live paella cooking or regional culinary showcases

From elegant touches to bold, immersive showstoppers, we'll design an entertainment lineup that perfectly reflects your brand, venue, and audience — ensuring memorable moments and lasting impressions.

WELLBEING ZONE



Far more than just a breakout area, a Wellbeing Zone delivers a wow factor experience that energises, inspires, and leaves a lasting impression. It's a space where delegates can step away from the hustle of the event and enjoy a moment designed just for them.

By weaving together physical, mental, and social wellbeing, a Wellbeing Zone doesn't just enhance the event — it transforms it into an experience attendees will talk about long after it's over.

Movement & Mindfulness - Yoga, guided meditation, and sound therapy sessions

Relaxation & Recovery - On-site scalp & hand massages, massage chairs and calming sensory experiences.

Inspiration & Motivation - Live motivational speaker sessions and wellbeing talks

Nutrition & Hydration - Smoothie and juice bars, branded infused water bottles, and healthy snacks

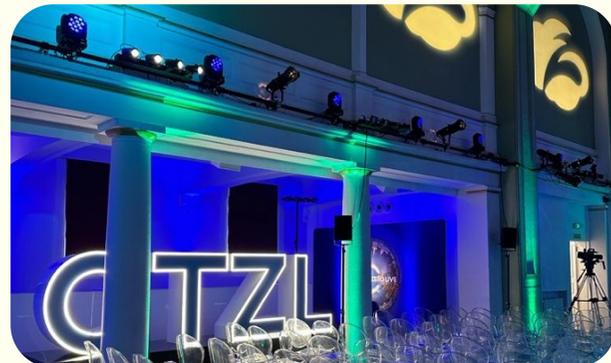
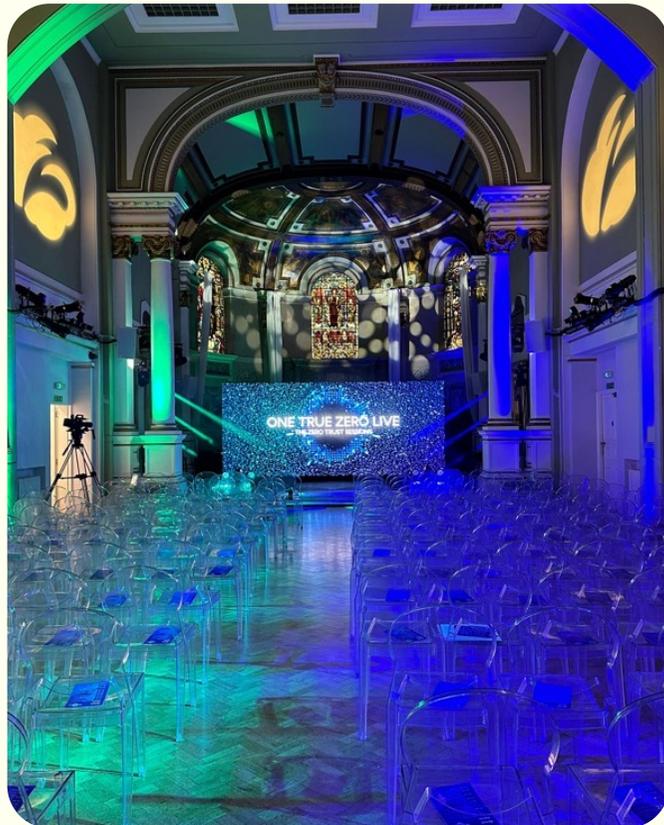
Environment & Atmosphere - Plants, greenery, living walls, soft lighting, natural textures, and calming scents

Comfort & Community - Lounge-style seating, beanbags, and informal breakout areas for genuine connection

PHOTOGRAPHY

At AP&C, we provide professional event photography and filming services designed to showcase the energy, atmosphere, and highlights of your event. From candid guest interactions to keynote speakers on stage, we ensure every detail is documented with style and precision. From keynote addresses and panel discussions to networking sessions and award presentations, our team ensures every

important detail is recorded to the highest standard. We deliver high-quality imagery and video content that can be used for internal communications and next event promotion. Discreet and reliable, our photographers and videographers blend seamlessly into the event, creating stunning visuals that can be used for marketing, press coverage, or to relive the memories for years to come.



HEADSHOT BOOTH

Elevate your event with our on-site corporate headshot booth. Perfect for conferences, networking events, or team gatherings, this service allows guests to step in for a polished, professional headshot — ready to use for LinkedIn profiles, company websites, or promotional materials.

Our setup is sleek, quick, and efficient, with professional lighting and guidance to ensure everyone looks their best. Each guest leaves with a high-quality image that reflects their personal brand, while your event stands out for offering real, lasting value.





EVENT BRANDING

Branding is what transforms a venue into your space. At AP&C, our in house creative and production team will carefully curate and deliver event branding solutions that make an impact — whether subtle and refined or bold and immersive.

Minimal & Impactful - Sometimes less is more. A few well-placed elements — signage, stage graphics, branded collateral — can elevate a venue and create a professional, cohesive look.

Full Venue Branding - For maximum impact, we can transform an entire venue into a fully immersive brand experience. From entrance to stage, every touchpoint reinforces your story and leaves attendees with that wow factor.

Our in house creative team collaborate with you to create a full event concept. Ensuring your branding is impactful, memorable and perfectly aligned with the event's purpose.

PROMO MERCH

Branded merchandise is one of the most effective ways to extend your event's impact - and we make it effortless.

Our dedicated promo team can source, design, and deliver products that suit every occasion, whether you're looking for:

Low-Cost Trade Show Items - Practical giveaways like pens, tote bags, and water bottles that get your brand into delegates' hands.

Exclusive High-End Gifts - Premium attendee giveaways such as tech accessories, luxury drinkware, or bespoke gift sets that leave a lasting impression.

Branded Staff Apparel - Professional, coordinated event wear to showcase your brand and help your team stand out on-site.

With thousands of options available, we'll help you choose merchandise that not only fits your budget but also aligns with your brand message — ensuring your event is remembered long after it's over.



Download our merchandise catalogue here.

SOCKS

Premium cotton blend, crew length sock that comes to the midpoint of your leg. Breathable and moisture wicking, made for everyday wear. 85% cotton, 12% polyamide, 3% elastane. Fully customisable up to six colours, full colour branded headercard.



POLO SHIRTS

Pro RTX Polo Shirt. 50% Polyester/50% cotton. Material 220gsm, sizing XS-8XL. Ribbed collar, 3 self colour button placket. Taped neck



FRANK GREEN TUMBLER

Ceramic Reusable Tumbler, Triple wall vacuum insulated to retain temperature. Ceramic lid to maintain taste. Leak proof push button lid. Multiple colours available.



TOTE BAG

Strong and durable 180 g/m² cotton tote bag with a large main compartment and maximum visibility for any logo.



RFID WALLET

This solid aluminium cardholder with PU wallet protects your most important cards against electronic pickpocketing. No more broken or bent cards! It can hold up to 10 cards or 6 embossed cards.



MOLE MATE NOTEBOOK + PEN SET

2-in-1 A5 Mole notebook with a matching mole mate ball pen. A5 PU soft finish 80 page lined notepad with book mark, pocket at back, pen loop and an elastic closure. Tactile satin matt finish ballpoint pen.



ATTENDEE GIFTS

The right gift can elevate an event from memorable to unforgettable. At AP&C, we curate thoughtful, high-quality attendee gifts that tie directly into your event theme and enhance the overall experience.

We believe in creating impact — not clutter. That's why we focus on useful, relevant, and on-brand items that attendees will genuinely value, long after the event has ended.

Whether it's a premium welcome gift, a practical giveaway for trade shows, or an exclusive memento for VIP guests, we'll help you choose products that feel special, align with your message, and reinforce your brand.

Because gifting shouldn't be about "just another freebie" — it should be about creating moments that last.

ARTIC MAGNETIC CHARGING PORTFOLIO

A5 PU material notebook with integrated magnetic 10W wireless charger and 8000mah powerbank. Snap your phone to the wireless charger and the phone will align perfectly with the magnets inside. 10W wireless charger compatible with all Qi devices. Notebook includes 64 sheets/128 pages of 80 gsm lined paper. Phone/tablet pocket and pen loop.



TILES

An all purpose tracker for keys bags backpacks etc. IOS & Android compatible. Comes in black or white with custom packaging available



MAGNETIC POWERBANK

5W Magnetic Wireless Charger , Ultra strong magnet, Type C and out, Recycled materials, Advanced temperature control



3-IN-1 CHARGER

Luxury and foldable 3-in-1 wireless charger made with RCS recycled ABS and RCS recycled Aluminum. Equipped with a magnetic 15W wireless charger, 5W wireless charger suitable for other small devices and a 2.5W wireless charger for Apple watches. Including RCS certified 120cm recycled TPE cable.



NORTH FACE JACKET

Best Seller Black Full zip hoodie, North Face Logo on the chest, two open hand pockets



TRAVEL BACKPACK

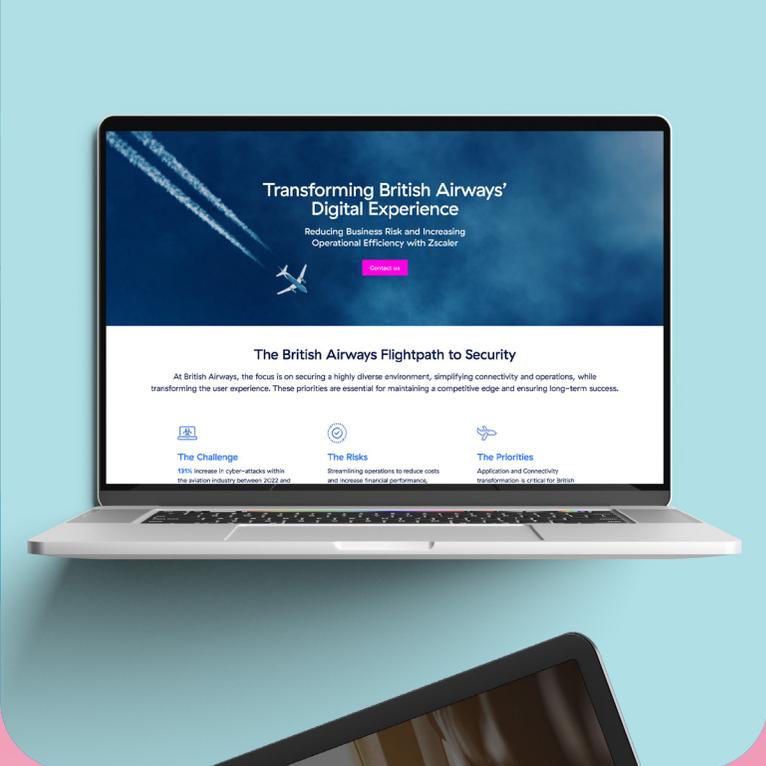
Backpack with 4-1 convertibility. Backpack, Shoulder, Crossbody and Hand Held options. With 15.6" dedicated laptop compartment in the back. Large main compartment for travel goods and front zippered pocket for all tech accessories. Including RFID protected sleeves and trolley luggage strap.



MARKETING SERVICES

At AP&C, we specialise in creating targeted marketing campaigns that highlight your business's strengths and achievements. Our team of experts works closely with you to develop strategies that resonate with your prospective clients and customers. Whether it's digital marketing or traditional print advertising, we ensure your message reaches the right audience, effectively showcasing what makes your business unique.

In today's digital age, having a strong online presence is essential. Our comprehensive marketing services include social media management, content creation, and search engine optimisation (SEO) to help your business stand out in a crowded marketplace. By leveraging the latest marketing trends and cutting-edge technologies, we help you build a compelling brand that attracts and engages your community.





PRINT SERVICES

At AP&C, our state-of-the-art printing facilities are designed to produce high-quality materials

that truly capture the essence of your business. Whether you need brochures, flyers, banners,

or posters, we ensure that every piece is crafted with precision and attention to detail.

We offer a wide range of printing options to suit your needs, from digital printing for short

runs to offset printing for larger projects. Our team of skilled professionals is dedicated to

delivering exceptional results, ensuring that your printed materials make a lasting impression.

With our expertise and cutting-edge technology, we bring your vision to life with stunning

clarity and vibrant colours. Let us help you communicate your business's values and

achievements effectively, making your brand unforgettable.



THANK YOU

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