

**GLOBAL
EVENTS**

RAPIERGROUP

CREDENTIALS 2025

Creating Powerful
Human Experiences

rapiergroup

WHAT WE ARE REALLY ABOUT...

This is what we are all about.

Our passion and purpose is simple, and our niche keeps us focused on what we are all about.

We are a full-service agency with a talented multi-skilled team covering all aspects of event, experiential, content and exhibition design, underpinned by very strong operational delivery and creative teams.

Our work is extremely varied in terms of types, scale and budgets, but our passion, purpose and niche applies to everything we do.

INTRODUCING RAPIERGROUP 01

Our passion and purpose:

**Creating
Powerful
Human
Experiences**

Our niche:

Connecting people and brands

WHAT MAKES US UNIQUE...

These are the three things that we feel make us unique, along with our promise to all of our clients.

We are not just about doing what we have been asked to do. Our clients value us for our honesty and passion for doing what is right.

They like that we question and challenge. That is how we get the right results, and we guarantee that they are always measurable results.

INTRODUCING RAPIERGROUP 02

THE THREE THINGS THAT WE FEEL MAKE US UNIQUE, ALONG WITH OUR PROMISE TO ALL OF OUR CLIENTS:

- ENSURE YOU DO THE RIGHT THING**
- HONEST, TRUSTED AND AUTHENTIC**
- AGILE, ALIGNED SKILLS**

OUR PROMISE TO ALL OF OUR CLIENTS:

- MEASURABLE RESULTS GUARANTEED**

WHAT WORKING WITH US IS LIKE...

Lastly, this is our proven process. It's how we work and applies to everything we do. This is what you would experience from working with us.

We pride ourselves on our professionalism. It's what reassures our clients and allows them to focus on their jobs without worrying whether their agency is going deliver to expectation.

Our aim is to always deliver above expectation, and any surprises are ones that will delight!

INTRODUCING RAPIERGROUP 03

OUR PROVEN PROCESS:

DISCOVERY ANALYSIS IDEATION DELIVERY REVIEW LEARNINGS



DISCOVERY – Aims, Objectives, Strategy, Pleasure & pain points, What is the problem we are solving?

ANALYSIS – Measurable results, Audience personas, Skills required, Success factors, Set KPIs, Insights

IDEATION – Framestorming, Brainstorming, Journey mapping, Concept development, Prototyping & testing

DELIVERY – Quality assurance, Project management, Supplier management, Compliance management, Financial control

REVIEW – Qualitative research, Social listening, Impact & measurement, Competitor analysis

LEARNINGS – Debrief reporting, Spend analysis, Sustainability, KPIs

CASE STUDIES

SWIFT SIBOS

Working in collaboration with Swift, we review the Sibos visitor experience every year to create an exciting new world with a host of experiential and interactive elements.

Our approach is to minimise construction and build, but maximise presence and impact. The results are more scenic and atmospheric, and more engaging than ever before.

We worked with local suppliers to help tell the Sibos sustainability story, involving the community, showcasing the achievements, but making it clear that there is still much more to be done.

We are proud to have created a completely new presence for Swift since 2022. This continues to be an opportunity for Swift to lead the way with a visibly lightweight concept, proving that sustainable exhibiting doesn't have to look or feel like a compromise.



PRINCIPLES FOR RESPONSIBLE INVESTMENT (PRI) IN PERSON

At the heart of PRI in Person 2024, Toronto, was the exhibition. We aimed to completely reinvent this environment for attendees. By mapping the user experience, we identified attendees' needs, such as contributing to something positive, exchanging ideas, generating business leads, meeting new contacts, and having authentic experiences.

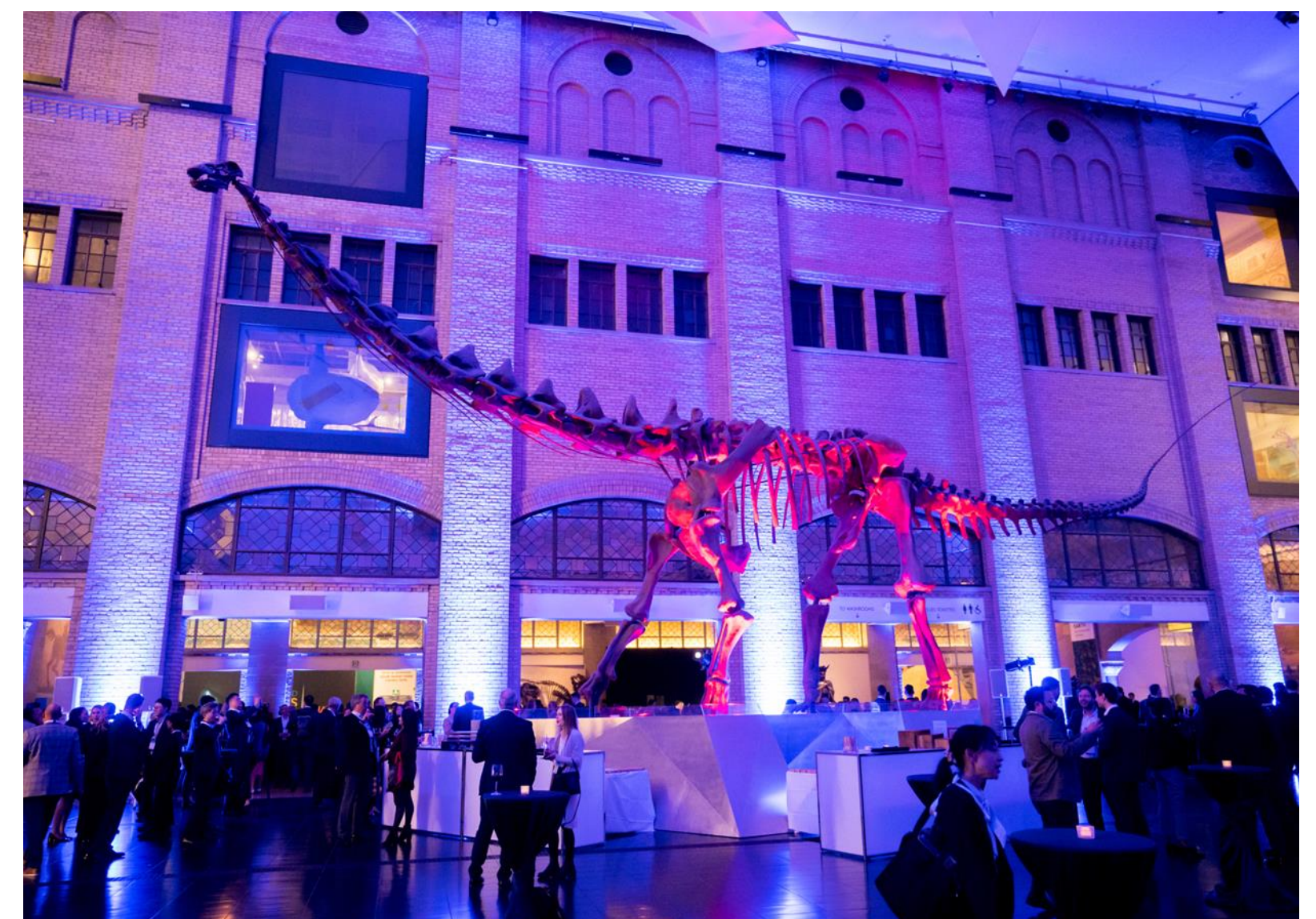
Our first innovation was to remove all traditional aisles from a grid format. This led visitors to organically explore the exhibition, enabling us to design a completely new concept from the ground up.

We undertook a plant-based food strategy. This included menu selection, food waste management, seasonal produce, and the use of local suppliers at the exhibition, conference and social events.

Leveraging local expertise was established for all in-country deliverables via a comprehensive procurement process. We focused on products, services, quality, cost, and importantly, ESG initiatives including recycling/waste, labour rights, and inclusion of indigenous people.

Following this success in 2024, planning is already underway for PRI in Person 2025, which will be held in São Paulo, Brazil.

rapiergroup.com



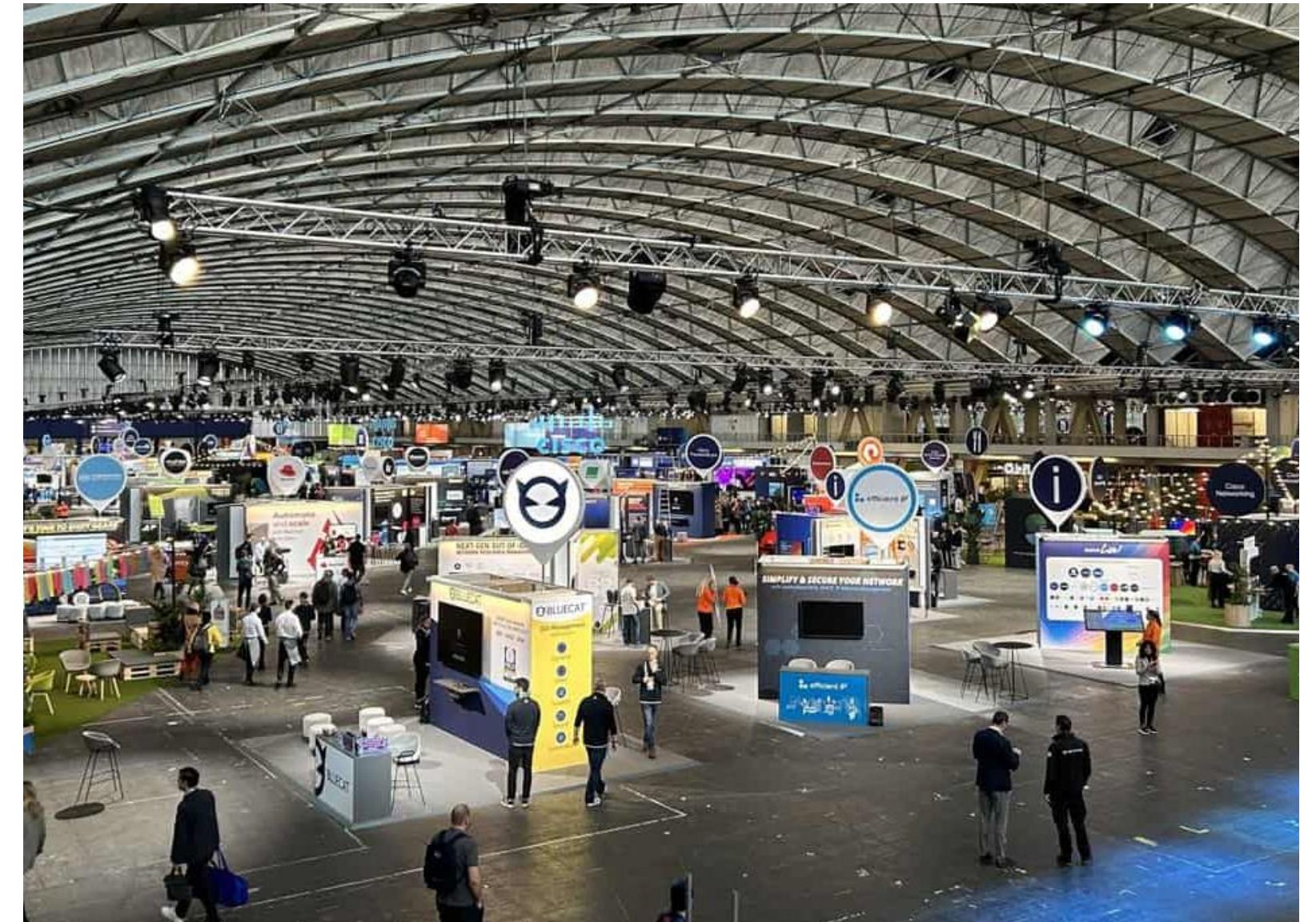
CISCO LIVE WORLD OF SOLUTIONS

Rapiergroup have worked on reinventing the World of Solutions experience for Cisco Live since the return of the show to in-person in 2023. For 2024, we were tasked with re-energising the environment and experience whilst offering the most authentically sustainable approach yet.

Our minimal build and modular approach, designed for re-use and produced locally, along with careful materials selection and use of living plants, ensured that sustainability targets were met.

2023 was only a first step in a brand new approach and was never going to be 100% perfect. We listened carefully to feedback from visitors, sponsors, and client stakeholders. We were then able to build on what we had created, and evolve it into something even better for Cisco Live 2024.

Feedback from sponsors on some practical elements of their booths led to simplifications in design and creation of more usable wall and floor spaces. Extra space added more opportunities for experiential activations, which we offered as options for sponsor booths. We were also able to create more networking spaces, giving new options for informal meetings and discussions.



COMPANY OVERVIEW

CAPABILITIES

A COMPREHENSIVE LIST OF THE SERVICES WE PROVIDE



EXHIBITIONS

- Content development
- Design & build
- Programme management
- Staff training
- Live show management
- Attendee engagement



EVENT/SHOW MANAGEMENT

- Supplier management
- Risk management
- Safety and security
- Exhibitor & floorplan management
- Venue management
- RFP management - services & suppliers



CREATIVE & DESIGN

- Theme and message design
- Architectural design
- Graphic design
- Set and stage design
- Environment design
- Digital



DATA & ANALYTICS

- Attendee tracking and insights
- Survey reporting
- Social media
- Event impact & measurement
- Event spend analysis



EVENT PRODUCTION

- Speaker coaching
- Hybrid events & Streaming
- Copywriting and scripting
- Programme design
- Talent sourcing & management
- Technical direction
- Stage production



CONFERENCE ORGANISERS

- Programme/speaker management
- Exhibition & sponsorship
- Committee and LOC support
- Financial (P&L) management
- Marketing & promotion
- Registration & accreditation
- Posters & abstracts



DIGITAL & TECHNOLOGY

- Video, 3D, multimedia design
- Presentation design
- Website development
- Mobile apps
- Delegate registration
- Abstract management
- E-posters



STRATEGY

- Content development
- Contract management
- Market intelligence
- Insight & research
- Programme management
- Sustainability
- Audit



EVENT LOGISTICS

- Transportation
- Concierge services
- Venue finding & management
- Accommodation
- Food & beverage
- Supplier management
- Delegate logistics



PROJECT MANAGEMENT

- Budget management
- Project management
- Quality assurance
- ISO compliance
- GDPR compliance
- Onsite management



MARKETING

- Social media
- Website optimisation
- Thought leadership
- Audience engagement
- Activation plans

AWARDS

We are delighted to have been recognised on behalf of our team and our clients for several leading global industry awards.



WORLD EXHIBITION STAND AWARDS

DIAMOND
Best Feature Area:
SWIFT Discover Zone, Sibos 2019

PLATINUM
Best Stand 1,000 sqm +:
SWIFT stand, Sibos 2019

PLATINUM
Best stand at a finance event:
SWIFT stand, Sibos 2019

GOLD
Best stand 49 – 100 sqm:
Vocalink, a Mastercard company,
Sibos 2019



GLOBAL EVENTEX AWARDS

TOP 100 AGENCY
Eventex Index 2024
Rapiergroup

GOLD
B2B EVENT 2024
Cisco Live Amsterdam, World of Solutions

PLATINUM
Brand Experience (Financial Services)
2023
Swift - Sibos 2022

GOLD
Association Meeting 2020
RCOG World Congress 2019



C&IT TOP 50 AGENCIES 2024

POSITION 21
Rapiergroup

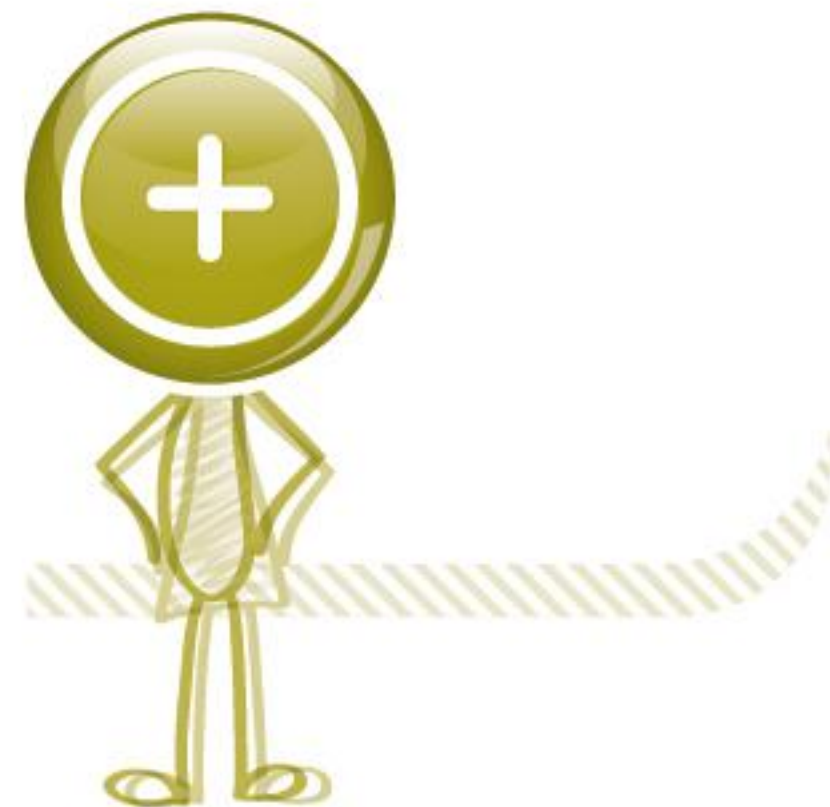


ASSOCIATION EVENT OF THE YEAR 2024

FINALIST
Principles for Responsible Investment
(PRI) in Person 2024

WE ARE... OUR CORE VALUES

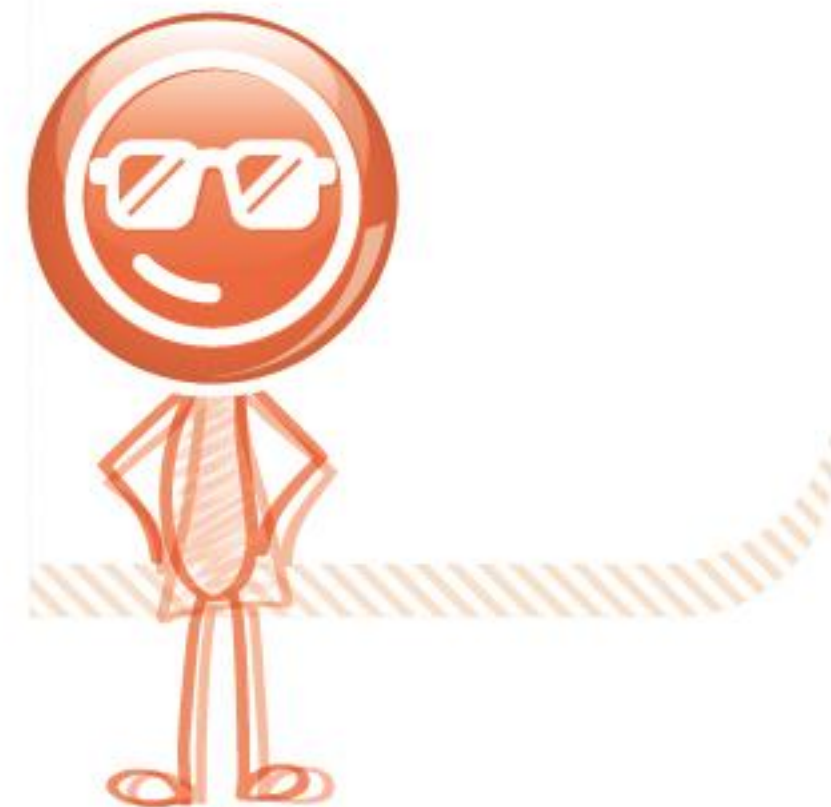
We are...
POSITIVE



We are passionate and enthusiastic.

- We approach our days with 'can do' attitudes and do our utmost to bring our best self to work every day.

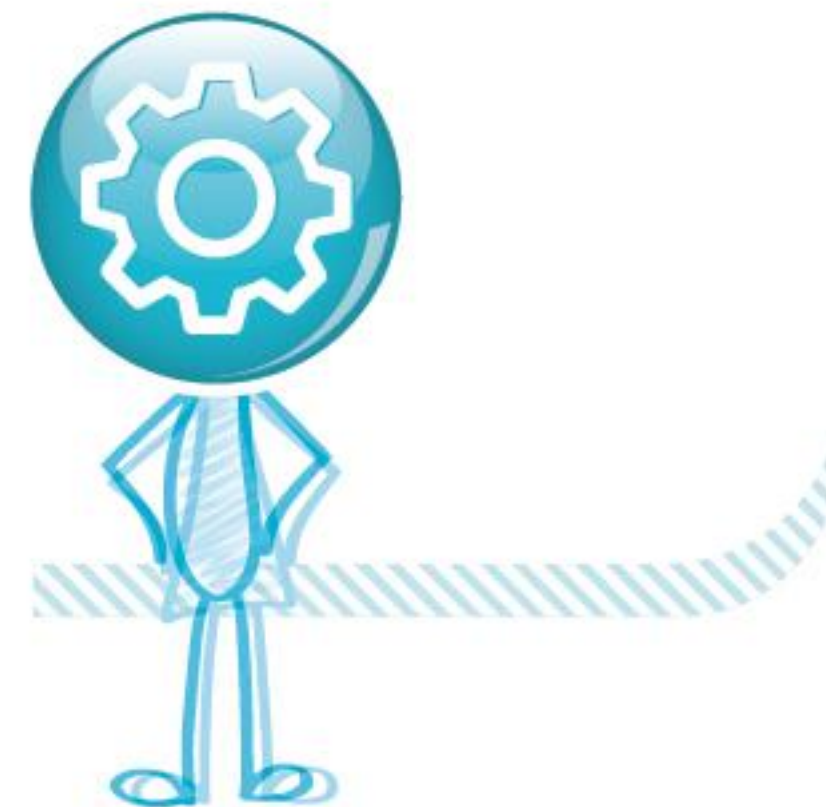
We are...
HUMBLY CONFIDENT



We are respectful and steadfast.

- We act for the greater good of the company, so everything we say and do is for that purpose and no other.
- We are no nonsense, straight talking, no fuss, no ego.

We are...
TEAM PLAYERS



We are collaborative and supportive.

- We help each other and have each other's backs.
- We act as a team and do not leave anyone behind.

We are...
OPEN MINDED



We are approachable and considerate.

- We welcome each other's ideas and embrace change.

We always...
DO THE RIGHT THING



We always strive to do the right thing.

- We do what we say we are going to do and what is expected of us in our roles.
- We know in our hearts the right thing to do, whatever the situation, and we do it without being asked.



OUR COMMITMENT

The Rapiergroup team is committed to integrating true environmental and socially responsible actions into every project we undertake. Working in partnership, we can leave a positive legacy from our global projects for the planet and our people by reinventing corporate events.

Rapiergroup is living up to our agency promise of accountability, with environmental impact you can track. We achieved ISO 20121 accreditation in 2016, a management system standard designed to help organisations in the events industry improve the sustainability of their event-related activities, products and services.

We are EcoVadis Silver Sustainability Accredited, which places us in the top 15% of companies assessed by EcoVadis, recognising our efforts in reducing our carbon footprint, promoting fair labour practices and upholding ethical business standards.

We also use TRACE, the definitive carbon measurement platform for sustainable events, to provide greater transparency and accountability on the environmental impact of event activities for live, hybrid, and digital events.

- FIT FOR FUTURE GENERATIONS
- GLOBAL, LOCAL, DIGITAL & PHYSICAL
- NET ZERO BY 2050

Talk to us

Chris Walters

Email: chris.walters@rapiergroup.com

Telephone: +44 (0)7432 269 563

Rapiergroup Head Office

The Old Barn, Unit 1 Hillside Farm,
Great Amwell, Ware,
Hertfordshire, SG12 9FX