



**Our client ASRA, (Association for Student Residential Accommodation) Joined us at Wyboston Lakes Resort in March 2022.**

### The Requirements:

The client required fresh and modern facilities with a large meeting room and a number of smaller meeting rooms available along with a space for exhibitions.

They needed somewhere easy to get to and once on site somewhere simple to navigate.

They also needed a venue that operated a rigorous covid safe programme. Covid was certainly a key consideration being one of the largest events back after lockdown in 2022.



### The Event:

Their event took place over 3 days. They used facilities across the whole resort and The Woodlands Event Centre was used in its entirety.

The association had Olive and Cedar set up as an exhibition space accommodating around 300 delegates residentially.





**"The delegate and exhibitor feedback was very positive, everyone liked the venue. The team were flexible and adaptable and very efficient, proactive and professional."**

**Jenny at Sovereign Conference.**

We designed an exhibition menu for them with disposable (but sustainable!) crockery and cutlery so that it could be eaten while walking around the exhibition but then disposed of quickly afterwards. We set up social areas in Rosewood 3 and Bamboo for networking, eating and collaboration.

First night's dinner was an informal buffet taking place around the exhibition area and in the Rosewood with informal networking.

In the past the event usually goes offsite for the 2nd night but we provided a solution whereby they went to the Cricket Kitchen at The Willows Training Centre and had use of this privately.

We worked with KDM Events who provided some games equipment and orchestrated a grand quiz. The client was eager to have a relaxed informal evening so that it was completely different from the other 2 nights dining experience.

Night 3 was their formal gala dinner which took place in the Rosewood. They had some great entertainment, a band called 'The Cosmic Sausages!', with Awards, charity raffle and dancing to the early hours, the evening was a huge success and a great close to a booming conference, one of the largest held at the resort following the Pandemic.

