



Exhibitions and Environments: BAE Systems

BAE Systems is a global systems company delivering innovative solutions. As a prime contractor and systems Integrator in the air, land, sea, space, command and control market sectors.

Our work:



Challenge:

We were approached to provide an exhibition stand for BAE Systems at the two main party political conferences. The purpose of the stand was to communicate BAE Systems as a world-class company that directly benefits the people and economy of the UK. This all had to take place within the space constraints of the exhibiting environment.

Solution:

The stand focused on the company's values relating to employees and their skills. It portrayed BAE Systems people extolling the diversity and wealth of experience they bring to the company and wider community. The simple and elegant design communicated clear messages to an audience within the exhibiting environment. Integral to the design were plasma screens, a touch screen interactive quiz and presentation addressing key business issues. This was complemented by supporting literature and promotional give-aways in the form of Rubik's cubes as a draw to the stand.

Client benefits:

- An exhibition stand of content and style fitting for a world-class organisation
- Consistent look and feel of all multimedia material
- All round support from briefing to event management

Testimonial:

"Excellent service all round... with a good result at both conferences."

BAE Systems

Contact us:

For more information about our exhibitions and environments work and other areas of communication expertise, don't hesitate to get in touch:

info@forepoint.co.uk

www.forepoint.co.uk