

Pitch at the Palace:

P@P Regional Finale

Audience: 300

Location: Ashridge House

Project: Regional Final



Requirements

Working with Ashridge Executive Education, MotivAction were asked to support Ashridge Executive Education with providing Conference AV & Production for the prestigious Pitch @ Palace regional finale. During the course of the day, 130 entrepreneurs had just 3 minutes and three slides in which to pitch to an influential audience, including HRH The Duke of York.

The Event

Working closely with Ashridge Executive Education and P@P teams, MotivAction conceptualised and designed a set to capture the brands of both enterprises. The iconic turreted architecture of Ashridge House was silhouetted along the base of the set, lit with the latest LED colour changing technology, the complementary blue lighting picking up the P@P logos and branding.

Countdown monitors kept the entrepreneurs' on track and to time.



Social Media Feeds

Large LED screens either end of the stage featured social media feeds, live tweets were posted instantaneously on the twitter wall, pitches were filmed and streamed live on You Tube.

Testimonial

I just wanted to say thank you to you and your team for all of your hard work with the event yesterday. I know there was a lot of last minute tweaks but I think everyone's efforts did pay off in the end and we delivered a great event. I know that the Duke of York and the Pitch@Palace team were really happy with how the event ran. Please pass our thanks on to all of your team. It was great to meet you and work with you on this event.

I know you have a busy week ahead with other events, so I hope they all go well too.

Ashridge Executive Education

