

Shine offline delivered a number of sessions for Haymarket events in June 2017.

Firstly we were booked to run our icebreaker for Event 360 – the leading conference and exhibition for the event management industry – in London at the start of the month. The session opened the event and attendees were invited to be mindful of their use of mobile technology during the day to ensure they weren't distracted and disconnected from the conference content. The session was really positively received and Shine Offline were approached by a number of event planners and organisers attending who were interested in booking sessions in for their workplaces and clients.

A few weeks later we were invited to Oakley Court in Windsor to run our icebreaker and workshop at Campaign Brand Exchange – an event bringing together service providers and clients from the digital marketing world.

The icebreaker opened the conference on day one and we then ran our 60 minute Time to Shine Offline session as a follow up on the Friday morning. Both sessions were really well received and 100% of workshop participants reported that the session made them feel empowered to make some positive changes to the role their smartphone played in their lives.

Jennie Meynell, Campaign Brand Exchange's Commercial Director said:

“Both the Shine Offline scene setting ice breaker and the hour long interactive workshop were great additions to Campaign Brand Exchange. The content was incredibly thought provoking, and the audience of senior marketers were responsive and enthusiastic. Laura's style is incredibly engaging and collaborative with just the right amount of humour. I'd highly recommend Shine Offline”

Content programmer for Event 360 and Campaign Brand Exchange Jennifer Pham added:

“Shine Offline's sessions are incredibly inspiring and fit nicely into any event. We originally collaborated at a forum for the MICE market and after hearing what they have to share I happily invited them to a marketing event and would easily invite them to many more! Delegates from both events took a lot away from the sessions and I also can safely say that I am now more mindful of how I use my smartphone.”

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