



Event Management



Case Study



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Client Testimonial

We really appreciate everything you have done for us this year to promote the Taste of Design roadshow. It was a fabulous event and we made some really good contacts. Thank you very much.

JANET HOUSTON, SALES & MARKETING DIRECTOR, WHITEHEAD DESIGNS

Background

Taste of Design is an exclusive trade roadshow renowned for combining high-end interiors with beautiful locations around the UK. Held throughout the month of May, it has become an unmissable date in the calendar of the UK's finest names in interior design.

Taste of Design has been running for over 22 years, and each year invites a select group of 25 leading interior brands to showcase their latest products and beautiful designs to interior designers and specifiers.

Each year 5 new, exclusive venues are hand-picked to allow the interior design trade to view the showcase of exquisite products first-hand and to allow them to meet and source new suppliers.

Taste of Design provides a relaxed and memorable series of days for exhibitors and visitors alike.

Brief

Each year Brookes & Co is tasked with refreshing the marketing materials for the roadshow, which includes printed invitations, e-shots, POS materials, social media & PR, as well as refreshing the website with new exhibitor and venue information.

Included within that task is helping the client with event management, from sending out personalised invitations to the UK interior design trade, through to managing all the online registrations for each venue.

Brookes & Co

TASTE OF DESIGN

Exhibitors THIS WAY

TASTE OF DESIGN

EXCLUSIVE Trade only event

Let us WOW you

2019 Venues

2019 Roadshow

REGISTER AT WWW.TASTEOFDESIGN.COM

TASTE OF DESIGN

2019 venues

2019 Roadshow

12 YEARS OF inspiration

23 Exhibitors of interior design professionals

4 800 top tier exhibitors

22 Top of Design

25 25th Anniversary

THE 2019 ROADSHOW IS AN UNMISSABLE DATE IN THE CALENDAR BEINGING TOP LETTER THE UK'S FINEST INTERIOR DESIGNERS.

5 hand-picked locations, including interior design brands, May 2019

TASTE OF DESIGN

EXCLUSIVE TRADE event invitation

REGISTER AT WWW.TASTEOFDESIGN.COM

FROM THE TOP: SIGNAGE AND PRESS ADVERT, INVITATION AND WEBSITE

Output

Working with our design team, a contemporary, yet classic design was created to represent the product quality of the participating brands. A beautifully executed approach was rolled out across all the marketing materials, including a large format printed invitation.

The campaign elements included:

- Design & artwork
- Printing VIP invitations
- Database management
- Mailer fulfilment & despatch
- Social media planning
- Press advertising & editorial features
- Website content & management
- Event graphics & signage
- Digital marketing communications
- Online registration management
- Response handling & follow-up

With our support, Taste of Design is regarded as an annual event for interior design professionals.



Each year 800+ visitors register for the roadshow and come back year after year.

Interior design professionals who visit the shows, say that they love the combination of learning about high-end innovations whilst being able to enjoy the gardens, art galleries, architecture and other delights on offer.

Contact us on 01889 598600 or visit www.brookesandco.net



Brookes & Co

