The O₂ arena

Be the star of your show

From the BRITs to business meetings. There’s nothing we can’t handle. We’ve hosted the world’s biggest live events. And hundreds of small ones too.
We asked some of our guests to tell us about their venue hire experience at The O₂. Below is a case study covering all aspects of the hire. Contact eventsales@theo2.co.uk for more info.

An experience like no other

Forever Living products Global rally 2014

18,000 Guests
The O₂ arena
2 to 3 may 2014

Scope of works:
- Multiple venues
- Accommodation
- Transport
- Staffing
- Registration and full-service delegate management
- Catering
- Signage and branding
- Product store
- Awards and gifts
- Creative content production
- Entertainment
- Webcasting

Background

Over 36 years ago, Forever founder, Rex Maughan, embarked on a journey to harness the power of nature to help others. This exploration led to the creation of a unique family of products and a powerful business opportunity that benefits people with health, wealth and the chance to look better and feel better. Today, this multi-billion dollar business spans the globe, touching millions of households.

Each year, the company rewards and recognises its leaders from around the world by inviting them to the Global Rally. This flagship event is hosted in a different international destination each year and in 2014, it was London calling. The Global Rally lasts for eight days and includes smaller meetings and seminars, sightseeing trips, dinners and culminates in two days of high-energy shows in a large arena.
Objectives

The objectives of the Forever Global Rally are to:
- reward leading sales people from around the world for their performance
- provide a platform for these sales people to be recognised in front of their peers
- present new products, initiatives and campaigns
- entertain, excite and motivate the guests in innovative ways
- emotionally connect with guests in a way that reinforces a family-like bond with the company
- offer the guests an immersive experience of the host city
- have fun!

Solution

Having already shortlisted London as one of the preferred international destinations for this event, Forever looked at a number of options for the large meeting space that was required for the week’s finale event. Options were limited as the company needed a minimum audience size of 10,000 people and The O2 was selected for the following reasons:
- as the capacity was towards 20,000, The O2 offered Forever a brilliant challenge of creating the biggest event in company history
- it offered Forever the ideal space and technical infrastructure to produce a creative, impactful and unforgettable show for its guests
- there was the necessary extra space within The O2 to host a large product store, merchandise outlets and translation headset distribution for 8,000 users
- by directly associating itself with this landmark venue, Forever would gain valuable brand kudos.

“It's easy to underestimate the value of this last point. Forever was experiencing some steady growth in its UK operation over recent years but the excitement and anticipation generated by the choice of London and The O2 as the destination for this event certainly had a positive impact.”
Accommodation

In total, Forever partnered with 13 hotels in London to fulfill its accommodation needs and a total of 10,000 nights were booked. Hotels, suites and rooms were allocated based on sales volume achieved while ensuring that the 82 different country groups were kept together so that language and organisational issues were kept to a minimum.

The majority of these hotels were five star and were located in the Park Lane area of Central London. Two hotels close to The O2 were contracted for the many event staff and technical crew.

Transport

Over 3,000 of the guests attending were given the full, five-star treatment which included flights from their home country and transport from their hotel to The O2. VIPs were transported by private clipper boats up the Thames from Embankment to The O2, while others were taken by luxury coach. The remaining 15,000 guests made their own way using private cars and bus services with the majority relying on the London Underground.

Planning and Logistics

A huge amount of very detailed planning was done by both Forever and The O2’s event management teams to ensure that everything went smoothly on the event days. Although it’s a private, corporate event, the Forever Global Rally operates more like a concert in terms of audience size, technical production and energy.

With so many guests attending the Global Rally, virtually all areas of The O2 were used. As well as 18,000 people in the main arena bowl, there was:

- a large merchandise area selling t-shirts and promotional gifts
- two areas that distributed translation headsets for guests who didn’t speak English
- a VIP area with catering and a smaller merchandise sales area
- the 4,500 square metre Open Quarter was used as a large store selling Forever’s health and nutrition products and was large enough to handle in excess of 3,000 people in the queue at any one time.

A huge amount of planning went into the design and production of the show itself which included a spectacular opening featuring lasers, drummers, pyrotechnics, moving LED walls, dozens of dancers and Forever’s president popping out of the roof to the surprise of the audience.

‘Thanks to a great collaborative effort from all parties, the event operated very smoothly with no issues other than the guests having the time of their lives!’

Quote from Darren Booth

Registration and ticketing

Once again, the Forever and The O2 teams worked closely to ensure that the complex ticketing process was managed accurately and efficiently. There were three types of entry for this event:

- online ticket purchasing for non-qualifying guests through The O2 ticketing website. The guests printed these PDF tickets out at home
- qualifier tickets that were presented to guests on check-in at their London hotels
- VIP access to the private suites.

Seating was slightly more complicated as Forever needed country groups to sit together in the different areas of the arena. This improved communication and the atmosphere of the event and was achieved by closely monitoring sales and distribution of the tickets.
Testimonial

‘Thank you so much for all the time, effort, flexibility and awesomeness that you gave to us and our event. I know that we presented you with many challenges and curve balls, but your willingness to work with us resulted in the biggest and most successful event in our company’s history.

We always said that ours is not a typical event, but with the challenges comes a fun and interesting event alongside a happy and grateful audience. It’s not overstating it to say that, collectively, we inspired thousands to work harder to make their lives, and the lives of those around them, better in the future. That’s a pretty cool thing!

It was truly a pleasure to work with you and I hope we can stay in touch and have the opportunity to work together, once again, in the future.

Thanks a million and please pass our true appreciation onto all your colleagues for a brilliant job.

Best wishes, Nick

Nick Woodward-Shaw
Director of Global Events
Forever Living Products International’