

Case Study

Essex Business Women's Experience



The second Essex Business Women's Experience had a hard act to follow. Last year's inaugural event, created to inspire learning, connecting and fun – a day women would want to take a day off work for! – attracted over 250 women and even a few men.

Reflect successfully created the look and feel for the 2015 Experience and were brought back on board this year as a 'one-stop shop' for the event's marketing needs, which were to be designed from scratch.

Included in the brief was to construct an event guide and floor plan, posters, leaflets, roller banners and digital graphics, as well as a completely redesigned website and advertising arrangements.

With up to 75 stands, specialist workshops and a team of business professionals taking over an entire floor at the Park Inn Palace Hotel in Southend-on-Sea, the event needed its own clear and unique brand identity. We collaborated closely with the client team throughout to make sure that not only they, but the event's core audience of businesswomen, could identify with our creations.



As is typical at Reflect, we started with the logo, presenting a number of professional designs to choose from. We then created a full suite of event materials, and as you can see our finished look is clean, friendly and professional – reflecting both the client and the audience.

The Essex Women's Business Experience was a huge success, with over 300 people through the door on the day, and Reflect will be back in 2017 to help create yet another successful and popular Experience!

