



## Fresh Group for Dixons Carphone Case Study

GL events supports excellence in event production, providing temporary event spaces which allow and enhance creative partnership working. Our enablement of event creativity was evident to all of the senses inside the deliciously

welcoming bake-off zone, created inside a GL events temporary event marquee by award-winning creative events agency, The fresh Group, on behalf of Dixons Carphone.

The fresh Group, a vibrant full-service events agency, is the creative force behind a wide range of design, content, film, exhibition, digital and experiential campaigns. It has helped national and global brands from all sectors to bring their projects to life. One such client is Dixons Carphone, a major UK and European electrical and telecommunications retailer and services company, whose brands include Carphone Warehouse, Currys PC World and Knowhow. They employ more than 42,000 staff across eleven countries.

The fresh Group's projects team approached GL events with a brief requiring the creation of a country kitchen-style exhibition space, which would play host to a hive of baking activity; providing a friendly communal interaction zone within a much wider event.

This would be Dixons Carphone's annual Power of One convention, which brings together more than 2,000 Dixons Carphone store managers, Exec and support colleagues. These employees gather before the peak trading season to engage face to face with key suppliers and gain hands-on experience of the latest products and innovations that will feature in store.

GL events' team erected a 5 x 25 sqm, soft-sided temporary event structure on-site within Birmingham's NEC. The GL events crew worked overnight in close partnership with the fresh team, ensuring that the structure, which was open-fronted, fabric-lined, carpeted, lit and safely supplied with power, was in perfect shape for the installation of various temporary kitchens which, along with the overall event, were styled by The fresh Group, with a range of appliances provided by Dixons Carphone's various suppliers.





The resulting event experience positively reflected, reinforced and contributed to Dixons Carphone's ongoing Power of One theme, uniting brands and engaging people in an event which brought a commercial mission to life through participation. The freshly baked cakes went down a treat, too!

GL events relishes the opportunity to play a vital supporting role in producing all kinds of creative, participation and experiential events. We are expert providers of safely and rapidly installed temporary buildings, trade stand marquees and temporary exhibition and conference structures. We provide the ideal spaces, empowering event professionals to create a world of commercial, social and interactive event experiences.

If you're inspired and would like to discuss GL events' solution to your event production requirement, get in touch – we'd love to hear from you.

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