

## **Zen Internet Case Study**

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### **Event Organisers save time and money with specialist Zen team**

#### ***Challenge***

Internet connectivity is a key element for many event organisers, with the need to create effective communication links and ensure that events run smoothly. Most broadband services are only available on long-term contracts, meaning that companies can pay out a substantial amount for only a few days worth of service. There is also the issue of time, with most events only allowing a short time period between the installation of a phone line and the actual event. Organisers do not need the hassle of worrying about this as well as the organisation of all the other elements of the event and want a provider that will manage the time and order process of the broadband, and also provide a short term contract.

Unique Events and their sister company UZ Events are leading event organisers based in Scotland. They are involved in and create many strategic events that make an impact on the cultural aspect of Scotland. On many occasions both Unique Events and UZ Events find that Internet connections are an essential part of event organisation. During events they need to ensure that communication links remain open, with staff being able to stay in touch with the main office to ensure effective and smooth running management of the events. But they also need fast installation, temporary broadband contacts and assurance that the service quality will be to the highest standard.

Oxfam often runs campaigns for the development of work to find lasting solutions to world poverty. They have also found that the Internet was an essential part of events and campaigns they were involved in. In recent years the use of Internet based technology proved a successful way of generating interest. With this in mind they recently set up an 'I'm In' texting campaign and needed a reliable and stable Internet connection to ensure this system worked properly. An early ADSL service was essential to their fundraising and promotional work, however being a charity funds are not always readily available and so a short term deal was essential.

#### ***Solution***

The Zen Events Team set up high speed Office connections for Unique Events at Edinburgh's Hogmanay 2005, New Year festivals in Edinburgh and for UZ Events at the 2006 Glasgow Art Fair. Oxfam also took advantage of an Office connection for the 'I'm In' 2006 campaign against global poverty. All connections were provisioned on a monthly contract and looked after by the Zen Events Team to ensure activations occurred as quickly as possible.

#### ***Benefits***

The connections enabled Unique Events and UZ Events to recreate a normal office working environment on-site before and during the events, allowing access to all event data, and communications with suppliers and contractors to run as smoothly as if they were in the office. As Zen runs on a monthly contract system for ADSL, this was a major bonus for the company, giving them a short-term deal. The Events Team also allowed the broadband to be provisioned over temporary BT lines.

Oxfam's campaign involved members of the public texting to see their name in lights as a giant interactive laser projection dramatically penned the names across the Royal Scottish Academy in Edinburgh. The Zen broadband connection was used so that text messages sent in by the public could be communicated across to the laser projection location. With the one month contract system at Zen, Oxfam could make the most out of a high speed connection without the worry of ongoing payments or high cancellation fees.

Zen launched the specialist events team after the success of being involved in major events such as Glastonbury, Live 8, and the V festival in 2005. Oxfam, Unique Events and UZ Events therefore experienced the benefit of having a dedicated team who were able to act to establish quick lead times and hassle free connections. The team is made up of staff from various departments across Zen, therefore offering support in all aspects of the service starting at service provision through to technical assistance.

With experience in a wide range of events and different Internet requirements for these, the Zen Events Team could recommend the right connections and take the pressure off the events organisers.

Rachel Sivills of Unique Events/UZ Events commented:

"We really appreciated the speed and efficiency that was shown by Zen when the orders were processed. It allowed us to concentrate on the organisation of these world class events with a reliable and efficient online connection."