



PRODUCT LAUNCHES

Incentive ideas and venues
to make the most
of your key launches



Museum Venue Management Product Presentation K Launch Strategy International Participation Natural H Diverse Product Ranges Professional Organisation W

D&S Events has created and run product launches for many of its customers with products as diverse as cars to toothbrushes!

So why exactly would we choose to launch a new toothbrush at the Natural History Museum (to be honest we can't remember either but it worked extremely well!).

The customer briefs range from 'here's the venue, the idea and we want it all for this budget' to 'we haven't got a clue can you come up with something for us, and by the way we don't have a budget!'

Both scenarios provide their challenges but not to the extent that we haven't always delivered and always within budget. Unless you change the brief we will always come in on the original budget, on that you have our promise.

Whilst it is very tempting for you to run elements yourself we often find that clients use us more and more once they let go and believe that we actually have done this before.

Whether its new customers, existing customers, the press or internal staff, why not let us at D&S Events support your next product launch.



The key to any successful event is the quality and experience of the staff; here at D&S Events we have dedicated and personable staff that really do make the difference.

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I wanted to write and express a huge thanks to you and your teams for the successful launch of Flexcare. It really was an impactful and memorable occasion and you were hugely responsible for the positive success of both the event(s). I have had some pretty impressive feedback and I think we can honestly say, we truly WOWED the audience.

It's been an absolute pleasure working with you and I truly appreciate the efforts you went to to ensure a successful launch. Your professional approach and positive 'can-do' attitude was much appreciated!

Jo Simpson, Philips Electronics UK Limited