

BEST USE OF EVENTS & LIVE MARKETING

SCHÜCO

Grand Designs Roadshow in partnership with Schüco

Grand Designs Live hosted a bespoke windows and doors roadshow in partnership with Schüco at the Schüco showroom in Milton Keynes.

This partnership wasn't simply Grand Designs paying lip service to a sponsor but a tailored event designed to promote Schüco to serious home renovators and self-builders looking specifically to explore glazing options for their projects.

For attendees the event wasn't a sales pitch but an informative day of expert talks and panel discussions, product demonstrations and the chance to discuss plans and request quotes from glazing specialists.



GRAND DESIGNS LIVE
ROADSHOW in partnership with **SCHÜCO**

WINDOWS & DOORS SPECIAL
ONE DAY EVENT

BOOK FOR JUST **£5***
*The price is subject to availability

Grand Designs Live has teamed up with Schüco, suppliers of aluminium and steel window and door systems, to present a day of expert advice and inspiration for your home project.

YOUR TICKET INCLUDES

- Interactive talks
- One to one advice
- Product demonstrations
- A goody bag
- Lunch and refreshments

SATURDAY 17 FEBRUARY 2024
SCHÜCO SHOWROOM, MILTON KEYNES, MK10 0AL
GRANDDESIGNSLIVE.COM/ROADSHOW

50%

attendees likely to purchase from Schüco in 'next 12 months'

33%

attendees likely to purchase from Schüco in 'more than 12 months'

ROI

123%

68%

registrations converted to attendees