



REED & MACKAY  
A Navan Company

SUPPORTING AN INTERNATIONAL

# Retail Giant

IN A GROWING PARTNERSHIP OF SUCCESS



## The Client

A renowned, global high street fashion retail giant, our client has a workforce of more than 80,000 colleagues working in more than 400 stores spread across 17 countries. We've worked together since 2021.

The retailer utilised our parent company Navan for business travel solutions, and were looking for support in running their international events. Navan referred them to Reed & Mackay Events, its dedicated meetings and events agency, to provide an exceptional events service.

The rest is a history - and future - of shared success and ongoing benefits.

SUPPORTING A RETAIL GIANT

## Key stats & facts

Began working together in 2021

80,000+ employees

480+ events managed

Across 20+ countries

9400+ delegates

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### THE CHALLENGE

#### Flexibility and duty of care at scale

The client had recognised the need for specialised support for its complex group travel, meetings and events requirements. As a leading international business these include high-volume recruitment drives, influencer events, room blocks for store openings and global summits. The client needed to work with a flexible agency that could support this wide-ranging remit.

“We have quite a complex business, being a retailer, and even within the retail space we’re quite unique in that we offer programmes for our colleagues to move around a lot,” the client’s Travel Manager says.

“That can be difficult to facilitate, because we operate across multiple countries, with colleagues that might be going from one area of the country to another and need to be accommodated.”

“We also organise mass recruitment events. Our store size versus our employee size is relatively high compared to most of the industry.”

So, we have a high presence of people who move around a lot.”

Consistency, duty of care and cost were all key considerations in choosing a partner as the Travel Manager explains:

“What we had struggled with previously was trying to do this in one consistent way across the 17 countries we operate in. Doing this with the right level of duty of care and ensuring we were looking at it from a cost perspective were critical.”

“We have a great team, but the level of focus required for our events operation meant we needed to outsource; we needed a partner that could give us a level of consultation, to take some of the weight essentially.”

## THE SOLUTION

### A true partnership

Getting set up with Reed & Mackay Events didn't take long and, working in partnership since then, the relationship has gone from strength to strength.

A deep level of mutual respect has developed as the organisations have grown together and look ahead to the future as the client explains "Over the months of working with the Reed & Mackay team, we've developed a great relationship."

"We can be open and honest about our future development. We have a lot coming up over the next few years here. It's all really exciting and we know Reed & Mackay can support us. What we've done collectively in partnership is set ourselves up for success."

"We've always really valued the partnership we've had with Reed & Mackay."

This partnership approach means any challenges that might arise are swiftly taken care of.

"We've spent the time getting to know how each other works," the Travel Manager adds. "We know we're not always easy to work with as a business, but ultimately everything takes time. From a partnership perspective, we're still growing, we're still learning - there's always room for improvement. But I feel we're in a good place. We've always really valued the partnership we've had with Reed & Mackay."

The relationship has even raised the client's expectations for its other partnerships. "We've had quarterly reviews, we've met a lot of the Reed & Mackay team and that really sets a precedent when we talk with our partners."



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### MAKING THE RIGHT IMPRESSIONS across the board

The client's leadership team has also been impressed. "Our leadership has also recognised the importance of this partnership and the value it brings," the Travel Manager says.

"One of the things I'm asked by our board is 'do we have the right partners'. From a Reed & Mackay perspective, I can say 'absolutely'. I've seen the growth; I've seen the development and it's all done in real partnership. I wouldn't be able to say that of all our partners."

With a background in travel, the client's Travel Manager knew Reed & Mackay and expected a high touch personalised service from the start. He hasn't been disappointed. "I have a high standard and a high expectation. Working in the industry for a long time, Reed & Mackay has always been the gold standard, so that meant the precedent was set. We're proud and happy of the team from an operations perspective."

"From a support and account management perspective, Mat Browne (Senior Global Client Success Manager, Reed & Mackay Events) has been great. He provides the right level of guidance and support, but we've not had to go to him with lots of problems."

"Overall, the relationship is really good and we're set up for the future. We wouldn't want to see anything change with our relationship with Reed & Mackay. The support we've had has been excellent."



## A PARTNERSHIP OF perpetual improvement

Reed & Mackay Events takes best practice from each event and applies the learnings to the next to ensure continual improvement. It's an approach the client appreciates and mirrors.

"Looking at our recent global event, there are lots of things we can take away," the Travel Manager adds. "There are things we can improve, and we look at each event as a learning curve. We know we can be tricky to deal with, but it's all part of the partnership. We'll continue to improve on both sides because that's part and parcel of what we do.

"Reed & Mackay understands the big picture. I say to any supplier 'make it really difficult for me to moan about you' and Reed & Mackay certainly do that."

### ABOVE and beyond

The client values the flexible, proactive, consulting approach that Reed & Mackay Events consistently delivers.

"There's always a level of flexibility and an understanding of why we need that flexibility that sets Reed & Mackay apart. You don't just transact with us; you offer a consultative approach. We value that you can ask us questions, we can ask you questions, it's a real partnership, a proactive consultancy."

"The key thing is we understand how each other operates. We know there's more to it than heading to a booking site when you're dealing with a global organisation and people travelling from all over the world."

Reed & Mackay also embraces the opportunity to be a part of our events and are regularly included in internal updates. "We have a quarterly international review that the team is coming along to. We're looking forward to showcasing our business to Reed & Mackay and vice versa," the Travel Manager says.

"We recently held a conference for our 10,000 new employees, where we introduced Reed & Mackay as a partner to all those new employees. We're proud to give Reed & Mackay a platform to be showcased to everyone across the business and our entire leadership."

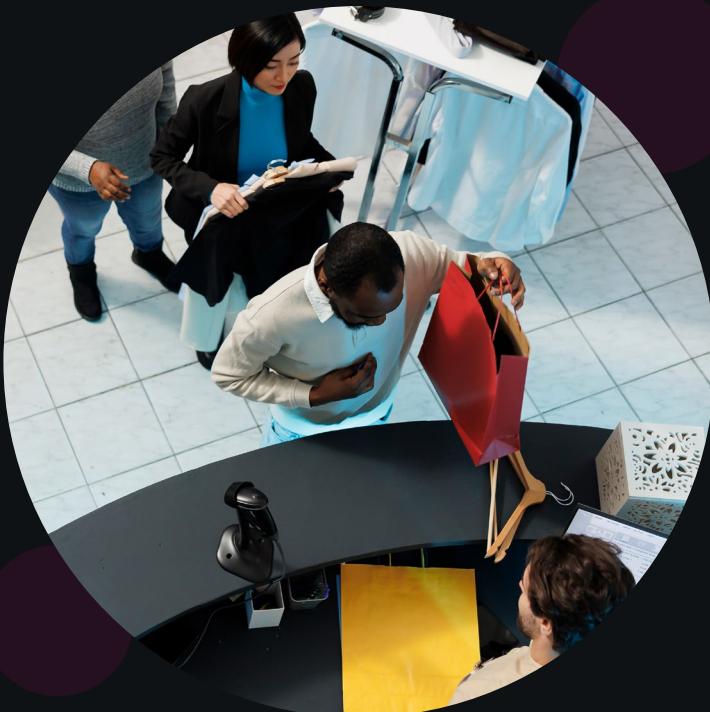
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### A CLOSING testament

Reed & Mackay is proud to have the loyalty and backing of the client's Travel Manager as he states...

"I champion the relationship with Reed & Mackay Events, and I wouldn't do that for everyone else. I don't have a bad word to say about you. We're very happy and you should all be very proud of the work you've done for us."

We look forward to continuing this fantastic partnership long into the future..



### INTERESTED? You're next in line.

If you're a retail organisation Reed & Mackay Events is here to support you with your group travel, meetings & events.

We can take the strain off planning and executing to allow you to focus on wowing your attendees and meeting your business objectives. We build long-term, mutually beneficial relationships like the one from this client success story that drive perpetual benefit gains.

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