

*The* **BREWERY**

## THE BREWERY PLAYS HOST TO INNOVATION WITH INSPIRATIONAL EUROPEAN SUMMIT

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## What we did

The Brewery proudly opened its doors to forward-thinking online learning giants, Udemy, to host the Udemy People Innovators Summit Europe.

Udemy.com is an online learning platform aimed at professional adults and students. It boasts more than 30 million students and 50,000 instructor teaching courses in over 60 languages, with currently more than 245 million course enrolments.

As the first Udemy corporate event in London, what better way to celebrate innovation and inspiration than by choosing The Brewery and its event spaces to host this exciting conference?

The aim of the summit was for guests to learn from inspiring speakers and to strengthen their professional networks.

The Brewery welcomed between 85 to 110 guests throughout the day, all keen and ready for a day focused on innovation and transformation, executed with precision planning by The Brewery's expert team.





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## How we did it: Room Transformations

The choice of rooms and event spaces were of paramount importance to Udemy, with the client looking for a quirky area with a technological feel, with the possibility to brand the rooms.

The client also required a semi blank canvas to be able to take over the space, make it their own and add branding and extra furniture.

The result? The perfect combination of our Sugar Rooms and James Watt spaces, together with The Brewery in-house AV team expertise.

Taking full advantage of two of our popular event spaces, The Lower and Upper Sugar Rooms and The James Watt, these striking areas were used for numerous elements of the day:

- [The Sugar Rooms](#) were used for registration, catering and networking throughout the day, with the Upper Sugar Room set up theatre style and stage with screen for the sessions
- [The James Watt](#) was split into two sections: lounge and staff section

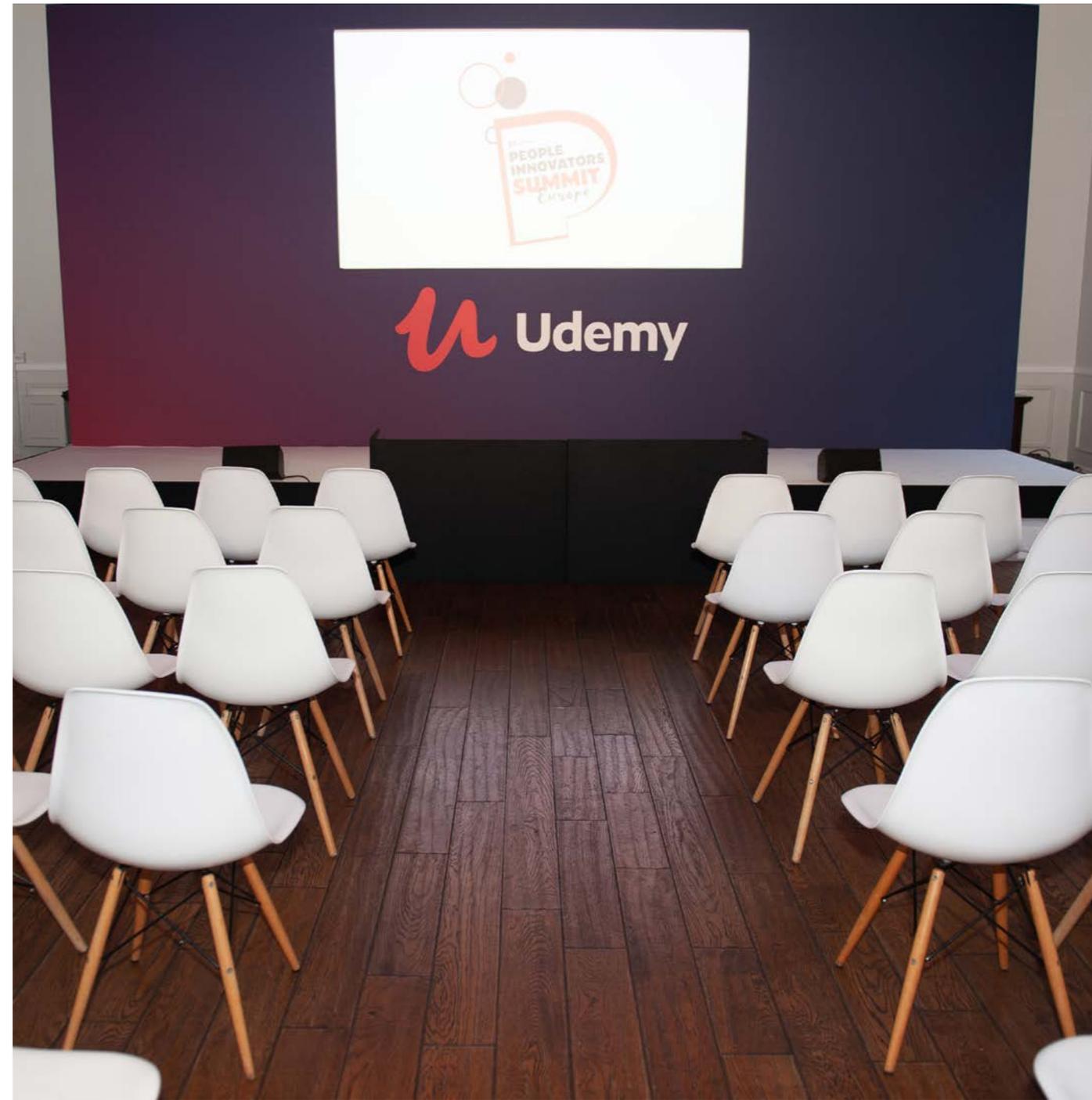
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## How we did it: Branding at it's best

Our expert AV team assisted Udemy with all their branding requirements, from branding in the Lower Sugar Rooms, together with the stage and screen set up in the Upper Sugar Rooms.

Our Sales Coordinator assisted the client further by ordering extra furniture for all of the rooms, including a registration bar, stools, sofas and chairs for the sessions.





## Stage for inspiring speakers

The Brewery welcomed a host of guest speakers from brands including Adidas, BT, Salesforce, Unilever and Getty Images. The summit also included talks from keynote speaker, Matthew Luhn, former Pixar and The Simpsons story artist and animator.

Guest speakers took to the dedicated stage in the Upper Sugar Rooms, to give talks on a variety of subject areas including:

- Imagining the future of learning
- Leading transformation
- Digital transformation
- Social impact of learning



## The food and drink

Committed to tempting the appetite and quenching the thirst of every guest, The Brewery's dedicated team of chefs created a selection of delectable food and drinks served throughout the day. From breakfast to light bites, snacks to main meals, Udeemy employees and guest speakers were treated to the delights of a bespoke menu for the summit.

The mouth-watering menu included:

### Arrival break

- Pineapple yogurt with granola
- Peach yogurt with berry crumb
- Mini croissants
- Fruit salad with fresh mint
- Classic sausage rolls

### Mid-morning break

- Doughnut wall, fruit juice

### Lunch

- Turkey station
- Spit-roasted lamb kebabs
- Feta, tomato and pickled vegetable wraps
- Garlic yogurt dip
- Vanilla creme brulee, winter fruits, sorbet

### Afternoon break

- Popcorn bowls
- Scotch eggs

### Drinks Reception

- Canapes: chicken skin, braised lamb shoulder braised, cod and haddock croquettes, pickled beetroot, enoki mushroom
- Bailey's and white chocolate cheesecake
- Lemon mille-feuille



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## The results

Our dedicated team worked tirelessly to ensure every detail was executed meticulously and the requirements of Udemy were more than taken care of.

The result was a successful summit, with all that attended saying how much they enjoyed the event together with the exquisite venue and delightful cuisine The Brewery is renowned for.



“A plus one to everything that Hannah said and thank you for your support throughout our planning process. It can be challenging planning from afar, but we were very happy how everything turned out.”

Christina Brady Manager, Event Marketing Udemy



**TODAY'S**  
**Agenda**  
13 NOVEMBER 2019

## Contact The Brewery today

If you are looking to hold a conference and need an exquisite venue combined with expertise from a dedicated team to showcase your vision, [contact the team today](#).

Our expert team will make your next event one to remember, and we look forward to hearing from you.

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