



Hootsuite

How Bubble Created the Hootsuite Customer Association Meetings



OBJECTIVES

Since 2018 Bubble has been working with Hootsuite to create and organise its Customer Association Meetings. These are two day events for Hootsuite's leading European customers and have been held in Paris and London. Bubble's remit is to find unique venues, provide all the organisation and ensure that the event is one to remember.

STRATEGY/TACTICS

The 2018 and 2019 events were both held in London and different types of venues were required as the same guests were attending. Previously they had an evening activity of wine tasting so we wanted to do something totally different and we chose DJ lessons! All guests were then given a set of branded headphones and went home with a new skill to tell their friends and colleagues.

Bubble researched many venues and presented these to Hootsuite as well as organising site visits – L'Oscar and Mortimer House were the chosen venues. All venue logistics were handled by Bubble including AV and catering.

Organised all delegate travel booking including last minute changes due to a French travel strike

Sourced and organised all evening activities, table plans and giveaways

Management of budget and paying of suppliers

Attended the event to ensure smooth running

RESULTS

The meeting was an outstanding hit – the Hootsuite team really appreciated the support and organisation that Bubble gave them, as well as the creative ideas around venues and the evening activity. The delegates were incredibly impressed with the event and loved the DJ lessons!