



Good to be TSB was the national partner conference for TSB. Running over two days at the NEC in Birmingham, Good to be TSB saw 1,500 partners come together to hear from the executive team, share experiences and prepare for the year ahead.

Focal Point were employed to help coordinate and manage the content development and delivery of the event, working in-house with the TSB Internal Communications team and in partnership with the appointed creative agency We Are Vista. We were also tasked with managing the budget.

TSB don't think of themselves as a ordinary bank, and this was no ordinary banking conference. Making the most of the 16,000m² hall we developed a huge plenary theatre and created three breakout zones (one of which was a 24m inflatable dome!) where partners could get hands-on with a range of content.

To help engage the whole of TSB, not just the partners who were able to attend, we developed a central live studio to capture interviews with partners and executives. These were shared on the event "live feed" and post conference. We also printed an on-site newspaper for each day to help partners share key messages with their teams over a cup of tea and biscuits, provided as an event take-away.

With over 100 crew members on site this was a substantial event to deliver. Thanks to a true team effort from the Internal Communications and Vista teams we produced an amazing experience that met all of the event's business objectives.

"This room is so full of energy, people are milling around, they're engaging with each other, the conference is fantastic. I'm so impressed with the scale of it. It's enormous, and people are so vibrant. It makes you think that anything is possible."