



Panoptic Events

OUR SERVICES

DISCOVER A WORLD-CLASS EXPERIENCE WITH PANOPTIC EVENTS.

WWW.PANOPTICEVENTS.COM



Our Story	3
Our Vision, Mission & Values	4
Events We Service	5
Our Services	6
Clients	19
Why Choose Panoptic?	20
Contact Us	21





Our Story

Founded by Craig McGee in 2014, Panoptic Events are a Glasgow based agency internationally delivering event excellence with design expertise, and marketing and campaign management.

The company vision is to deliver world-class experiences cross-sector that amaze and inspire!

Panoptic's mission is to be known for our international expertise in event delivery, leading the creative curve in event design with access to the world's stage.

Being innovative and using creative concepts, Panoptic provides a professional service underpinned by years of experience, giving an honest, high quality and personalised service to all clients. With an enviable black book of suppliers, Panoptic value: People Creativity Delight Quality Respect Integrity Innovation and Determination.

We want to know your story, then we create a legacy through your event.

We are a full service events agency.





Since our creation in 2014, Panoptic has delivered over 3000 unique experiences across the UK and the World.

Panoptic has a multi-sector approach to events and have experience with Major & Startup Events, Festivals, FMCG, Business, Hotels, Restaurants & Venues, Sport, and Charities.

We firmly believe this experience across sectors allows us to continually learn and bring our expertise to every event we work on. For every event, we want to know your story, then create your legacy.

Our Vision

We deliver world-class experiences cross-sector that amaze and inspire.

Our Values

Respect, Quality, Determination, Integrity, Persistence, Education & Creativity.

Our Mission

Panoptic was setup to be the leading Scottish agency that works directly with brands and clients to offer them, a world class, tailored service for their event strategies. Using Innovative ideas and professional expertise through our years of experience, we want to give an honest, personalised service to all clients. Panoptic listen to your exact brief and deliver to the highest standards.

Culture Statement

Panoptic have been involved in various areas of event management. As Creators, Promoters, Event Managers, Artists, Artist Liaisons, Band Managers and also as an Attendee. We, therefore, understand what it takes to produce the best events management service at different levels of your event. With over 16 years experience at the highest level of the Events Industry, we harness the connections we have made and aim to work together for the greater good. We are passionate about our industry and aim to deliver results that reflect the high standards it constantly sets. We are constantly pushing the boundaries in order to come up with the freshest ideas & deliver new event strategies. We strive to offer the best level of event management service in order to ensure the best experience.



- Destination Management
- Brand Activations
- Online Events
- Hybrid Events
- Festivals
- Incentive Travel
- Product Launches
- Fashion Shoots
- Conferences
- Dinners
- Award Ceremonies
- Team Building
- Charity Events
- Press Conference
- And More...!

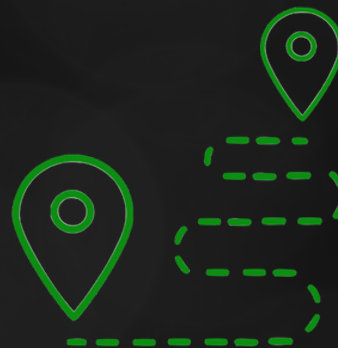




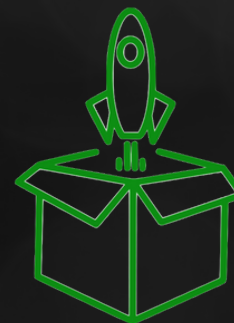
**Event
Management**



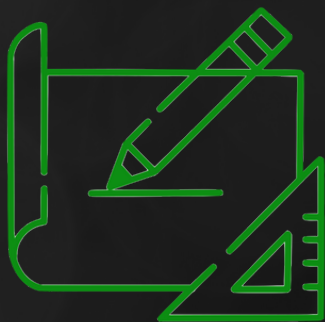
**Experiential
Marketing**



**Destination
Management**



Launches



Event Design



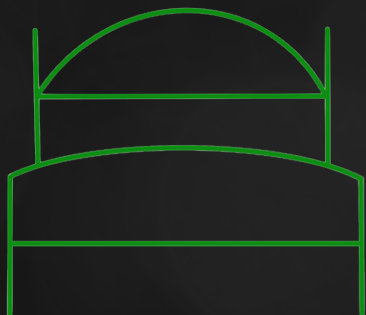
Venue Sourcing



Sponsorship



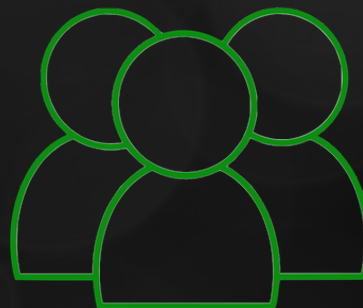
Entertainment



Accommodation



Gastronomy



Staffing



Transport



EVENT MANAGEMENT

The 360 Degrees Of Your Event

At Panoptic Events your story is important to us. Once we now more about you, we would like to ask about the legacy you wish to create with your event - your 'why'.

From the original idea, to booking the perfect venue to overseeing all of your requirements in advance, plus being onsite on the day if needed, we can provide full dynamic event support, saving your time and ensuring an unforgettable experience as a top class event organiser.





EXPERIENTIAL MARKETING

Making Your Brand Unforgettable

It is through human interaction and experience which engages the senses that consumers truly get to understand and form favourable associations with your brand. Experiential marketing initiates a long-lasting bond between the brand and the consumer that continues profiting long after the campaign is over, and is more effective than any kind of display advertising.

At Panoptic Events, we have the knowledge, expertise and solutions to design effective, innovative and unforgettable brand experiences through our experiential marketing services.

Working across many sectors, with many connections and being involved with over 400 events per year, we are in a unique position to offer opportunities you may not have considered before to place products in front of the perfect audience.





DESTINATION MANAGEMENT

Scotland to the rest of the World

You can count on us to deliver a world-class experience. We provide all destination management services for the MICE Industry.

At Panoptic we source all the physical items required to successfully run your event, from our carefully selected suppliers. Talk to us about Meetings Incentives, Conferences & Exhibitions. With local knowledge & expertise, Panoptic help with the design and implementation of events, activities, tours, transportation and programme logistics.

We have unrivalled knowledge of Scotland. 5 star hotels, castles, tours, cities and much more. We have travelled the world over, finding the best suppliers across the world, allowing us to offer you the best events wherever you choose to go.

Our DMC services can be transportation, accommodation, restaurants, activities, excursions, conference venues, themed events, gala dinners and logistics, meetings, incentive schemes as well as helping with overcoming language barriers. By acting as purchasing consortia, we can provide preferential rates based on the buying power we have with our world class preferred suppliers.





LAUNCHES

Unveil Your Greatness

As a professional event organiser, Panoptic have launched hotels, venues, offices, services, high-end furniture brands and retail stores. Our techniques simplify events, these in turn prove ROI.

We will take the stress out of your launch and ensure guests have an incredible time, making us the perfect event organiser. We ask questions to understand what you wish to create.

For memorable launches that your guests will talk about for years to come, get in touch, we also have experience launching new fashion lines.





EVENT DESIGN

Events That Engage All Senses

Event design is the heart of events. From the moment you walk through the door of a venue, everything has been carefully thought out to catch your eye or create an emotion. Design is inherent in everything we do and can be second nature in many cases. We want to create events that do more than just what is natural and push new and exciting technology and ideas to create innovation within the design space.

We want to ensure your events heighten the senses of everyone who comes along. We look to engage the audience, and create emotion through, sight, sound, taste, touch and smell.

- **Sight** – Full audio visual, lighting design and decoration, ensuring a visually stunning show.
- **Sound** – Music, speakers & live entertainment running through the event
- **Touch** – Physical items required for the event.
- **Taste** – The best in gastronomy and drinks.
- **Smell** – Using Scent technology to make your event smell amazing.





VENUE SOURCING

The World's Best Event Venues

Through extensive networking at major industry events for years, we work direct with the best venues for events. Unique spaces, Stadiums, Hotels and more.

Panoptic is connected with hotels, convention bureaus & venues across the world. This is why we are in a prime position to source the perfect venue for your event.

We provide the perfect venue for a unique experience. Whether you are planning an incentive trip, a conference or a specially themed tour with a luxury stay, we have you covered.

We do the looking, for your venue booking.





SPONSORSHIP

Get Exposure For Your Brand

With over 400 events per year to choose from, we can place your brand in front of your ideal target demographic at the perfect event which aligns with your brand's core values.

At Panoptic Events, we offer sponsorship sourcing services to assist clients with sourcing partners for their upcoming events. We can assist in the research and outreach process to help secure the ideal partners for your event.

From high-end, luxury events to famous music festivals, we can ensure your brand is seen at the right place at the right time, with proven tangible Return on Investment across all of our events. We work with sponsoring brands to ensure they get the most out of their partnership.

Through our brand activation services, we help you bring your brand to life at events and ensure we deliver on your desired outcomes.





ENTERTAINMENT

The Best In Show

We have a black book of entertainment that will help ensure a unique event. We are not tied to a menu, therefore we will ensure you get the correct sound for your event.

In our mission to deliver an outstanding experience, we will provide you with High-class Entertainers and musicians. From bands, DJ's, cover acts, pianists, pipers, ceilidh bands, choirs, magicians, dancers, cartoonists and so much more.

Whatever your specification is, we deliver and ensure world class entertainment.





ACCOMMODATION

Tailored Hospitality

Hotels are a massive client for Panoptic. That's why independently of what your needs are, we will provide you with the kind of accommodation that better suit your requirements.

We have access to five star rooms, penthouses, business rooms, suites, apartments, quiet getaways, city centre accommodation and more.

Whatever your needs, we are able to house your delegates, teams and clients.





GASTRONOMY

Custom Culinary Experiences.

We sort out top class culinary experiences for your events. Working with a number of incredible caterers all over the UK who can provide you with the fuel needed for your event.

From food trucks to premium hospitality services to luxury catering, your food needs are taken care of. Full dietaries catered for across all delegates.

Food is such an important part of the event design experience. We have designed cocktails for brands and venues, curated menus that compliment the event design around events.

Have something in mind, or want to break away from the norm? Try us.





EVENT STAFFING

Professional Event Staff

Our event staff help prepare venues for occasions, whether that be awards dinners, charity events, sporting events, trade shows, or other types of live experiential events.

At Panoptic we source highly skilled and experienced event professionals. Event staff members including event managers, stewards, health and safety officers, hosts, film crews, mixologists, bar staff, front-of-house manager, security, production, sound and lighting techs, photographers, volunteers to cleaners and more.

All kinds of professionals you need to have every detail controlled by a professional and fun team.





Transport

From A To B

International events require transportation, thankfully our reach is worldwide. From private pets, airport transfers to coach transportation, we provide all.

International flights, local transfers, VIP cars, concierge airport fast tracks & much more.

We are all about creating memorable experiences for our clients and in turn, your attendees. We will ensure luxury travel between venues and ports.





**WE DELIVER WORLD-CLASS
EXPERIENCES CROSS-SECTOR
THAT AMAZE AND INSPIRE.**



CLIENTS (NOT LIMITED TO)

FMCG: *Aperol, Heineken, Magners, Red Bull, Edrington, Rekorderling, Tanqueray, Hendricks, Irn Bru.*

Festivals: *T in the Park, Edinburgh Jazz and Blues, Party at the Palace, Rockness, Foodies.*

Corporate: *Microsoft, American Airlines, European Space Agency, TedX Glasgow, Glasgow Life.*

Hotels & Restaurants: *Hilton Group, IHG, Motel One, Hard Rock Cafe, Clydeside Distillery, SWG3, Principal.*

Sport: *Commonwealth Games, Tough Mudder, SPL, Skyride, NextBike, Umbro.*

High Street: *H&M, Greggs, BoConcept, Topshop, St Tropez, Glasgow Audio, GQ, Levi's.*

Charities: *Oxfam, Samaritans, Bobath, Chris's House.*

Panoptic /pan'optik/ (Adj) "taking in all parts, aspects, etc, in a single view; all-embracing"

WHY CHOOSE PANOPTIC?

ADAM DAVIDSON - FRANCHISE OWNER - BOCONCEPT

"Panoptic has established itself quickly and very well. They get a good idea of what to do and get things done. Good at coming up with ideas.

Panoptic did the event right. They gave us a clear idea of what we could achieve. The numbers speak for themselves."

EMMA CARROLL - INDIGO AT THE O2 LONDON.

"It's always so nice to know clients have had a good experience at the venue. I know from our side we found it very easy to work with you!" (May 2019)

GEMMA MEEK - SUNDAY HERALD FASHION

"Used Panoptic to plan a location for my fashion shoot. The location was perfection and couldn't have asked for better help with it all. Highly recommend other stylists and brands to use this service! Made my job so much easier."

KAT PESERAN - FOODIES FESTIVAL & MAGNERS UK TOUR

"A real asset you are! Feedback was amazing!"

LAUREN RAMAGE - MOTEL ONE GLASGOW

"I worked with Panoptic Events for the official launch of our new hotel, Motel One Glasgow. Craig is a credit to his company. His professionalism and service is second to none and he was an absolute pleasure to work with. From organising a Bagpiper, DJ and Sound Technician, Craig did it all for us and helped us pull together this huge and challenging event. His DJ skills and music choices were perfect and we had a countless number of guests comment on this. I couldn't recommend the company enough. Thank you Panoptic Events!!"

SIR TOM HUNTER, GO RADIO BUSINESS SHOW

"Craig, you're a leader and I look forward to hearing about Panoptic's growth. Your time is coming!"

HINA ZIA, ST JAMES PLACE

"Everything went very well on Thursday. My clients had a great time and thank you very much for organising all of this for me."

JULIA BRUNS, ROCKNESS, TOUGH MUDDER, SKYRIDE

"We have worked with Craig for many years programming Strongbow Stage at Rockness Festival and for other events for brands like Sky. Panoptic Events are reliable and always deliver. They fully understand the brief and have become our key partner in the region for entertainment and production. They are also really nice people!"

STUART CASSELLS, EDRINGTON

"Worked with Panoptic Events recently for the opening of a new office in Glasgow. I found them extremely easy to work with, very responsive and delivered what was agreed. Thanks Craig."



For more details on our services please contact:

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LET Panoptic
TELL YOUR
STORY AND
CREATE YOUR
LEGACY.

