

# **TIM MARTIN PORTFOLIO 2024**

BRAND MATERIALS

Armstrong Wolfe

International COO Community

Membership

2024

We are the trusted partner of the Banking, Markets and Asset Management COO community.





ARMSTRONG WOLFE

ARMSTRONG WOLFE PRINT

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ICOOC Membership

International COO Community

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Foreword



Maurice Evlyn-Buhton

CEO

Armstrong Wolfe

The world continues to be unstable, with one crisis bumping into the next with worrying regularity.

Since the 2008 crash, the diversity of these challenges has manifested itself in a broadening of the responsibilities of the COO, and the emergence of non-financial risk as being arguably the prevalent forward-looking responsibility and challenge for the COO community.

We have spent much time and effort working with our members since early 2020 and the advent of Covid 19 in debating and formulating thought on the emergence of this risk discipline.

The pandemic was closely followed by the Russian-Ukrainian crisis, which the worldwide economy and geo-political landscape is still grappling, this uncertainty being added to by recent bank failures.

This has lent itself to the regulatory requirement and business imperative to develop advanced thinking and implement practices to heighten operational resilience. This has become a pillar of ICOOC discussion.

Aligned to the above, ESG falls within non-financial risk and operational resilience, with the fingers of the regular in its writing. Regulation remains a topic of heartfelt debate, where ICOOC complements industry bodies' activities by providing a Chatham House Rule environment to discuss the most granular aspects and challenges of how to operationalise regulations. Conversely, we promote a dialogue about managing emerging risks and how best to undertake horizon scanning.

These challenges fall to the people that serve, lead and work for our members to manage. Leadership and performance, culture, purpose, and conduct remain a pivotal challenge for our members. They understand hiring the best people, developing, motivating, and retaining these people is the cornerstone of corporate success.

These are some subjects we bring to the table, where our members host, co-host, and participate. We are merely the bridge between one COO and another and the link that brings this community together, where the power of the whole, the collective intellect and experience is shared to realise individual and market value.

In 2024 we will deliver 102 events to promote knowledge, develop thought, and bring in solutions to our members.

Our mission remains unchanged:

*To be the world's COO centre for debate, exchange, development of solutions, and learning to help address market wide, real challenges.*

Our members are happy to endorse and support what we do and our value. Join us and become and play an active role in the only worldwide community and network committed to serve the Operating Officer.

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Ad Centrum

The People Matrix

In 2024 Ad Centrum will investigate the inter-connectivity of people related challenges to DE&I:

- » Is the matrix a non-related group of people related challenges?
- » How can you connect different parts of the matrix to solve the whole?


Learning

Environment

Culture

Equality

Mobility



Leadership

Well Being

Inclusion

Diversity

Purpose

Thought Leadership

The knowledge and expertise of Ad Centrum council members is critical:

- » Acting as a qualified and reliable source of DE&I insight and information.
- » Using the visibility of the COO position across the industry to promote DE&I debate.
- » Establishing credibility and a COO voice with a shared DE&I purpose.
- » Encouraging COOs to seek out DE&I developmental opportunities.
- » Encouraging innovative thinking to challenge the norm.

Ad Centrum will invite ICOOC members to debate, to participate in working group discussions, be interviewed and complete surveys to harness opinion and data which will be used to shape and provide content.

*The outcome of this enterprise is to generate and disseminate the COO community's views and expertise in DE&I as a specified field and topic, to provide thought leadership.*

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# BRAND MATERIALS

WCOOC Symposium

Online Forum Summary

The Business Case

for robust Diversity,

Equity, and Inclusion

Making the case for DNI programmes

through a commercial lens and the

economic benefits of inclusivity





ARMSTRONG WOLFE

SUMMARY NOTES

Armstrong Wolfe WCOOC Symposium

Summary of tabletop exercise held on 30th November 2023



Moderator:

Maurice Evtyn-Buften

CEO

Armstrong Wolfe



Co-Host:

Helen Hughes-Green

ICG Head of Client Conduct Risk

Citi



Co-Host:

Helen Kent-Jackson

MD, Head of Colleague & Customer Proposition and Business Visualisation & Insights

Lloyds Bank



Co-Host:

Andrew Murlin

Former Head of Global Wealth Management & EMEA Operations

Armstrong Wolfe Advisor



WCOOC Programme

The Women in the COO Community initiative has been a cornerstone of membership at Armstrong Wolfe, providing future female leaders with vital skills for their development.

In recent times, our focus has expanded to include broader diversity challenges. To maintain the integrity of our original mission while adapting to these changes, we are introducing two distinct programmes. **Ad Centrum** will encompass a wide spectrum of Diversity, Equity, and Inclusion (DE&I) efforts, while **Women in the COO Community** will concentrate on fostering female leadership.

Vision:

Our revised vision for Women in the COO Community is to "inspire and develop female leadership, we aim to better prepare them to manage, advance and attract opportunities in their careers through effective networking".

We seek participation from the following regions: **North America** (with the ability to be New York-based or to travel there), **EMEA** (London-based or able to travel), and **APAC** (based in or able to travel to Hong Kong or Singapore). Participants must commit to attending a specified number of events over a 6-month span, (will tailor for each region).

This programme will be spearheaded by our Global Co-Chairs, **Emma Prophet** and **Clement King**, supported by Steering Group members from each region to ensure the programme's global consistency and local resonance.

Please confirm your nominees by December 15, 2023.

Programme:


We are initiating a dynamic programme with two representatives from each region engaging in a blend of online and in-person forums and events which will be held from February 2024 through to July 2024.

This will feature X amount in person and X virtual. The schedule of dates is currently being finalised. These gatherings will feature industry expert panels covering carefully curated topics to ignite pertinent conversations and networking experience to expand

Additionally, peer-to-peer networking opportunities will be an integral part of these events, fostering connections among those poised for advancement.

How to Get Involved:

We invite nominations for two female employees from your organization, who are at the VP level and aspire to elevate in their career to a more senior level role.



WCOOC Programme

North America 6 Month Schedule

February 28th

In Person Event - NYC

Welcome / Purpose of Session

» Overview of the Women in COO Community Program

» Networking & Introductions

» Stakeholder Management Panel / Workshop (details to be finalized)

» Post Event: Additional Networking Cocktail Opportunity

June 12th

In Person Event - NYC

Welcome / Purpose of Session

» Developing Your Brand (details to be finalized - potential facilitator from TP ICAP)

» Post Event: Additional Networking Cocktail Opportunity

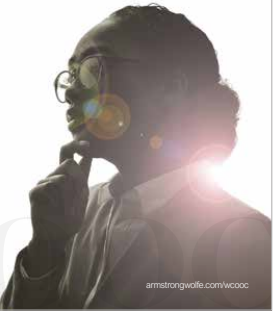
April 24th

In Person Event - NYC

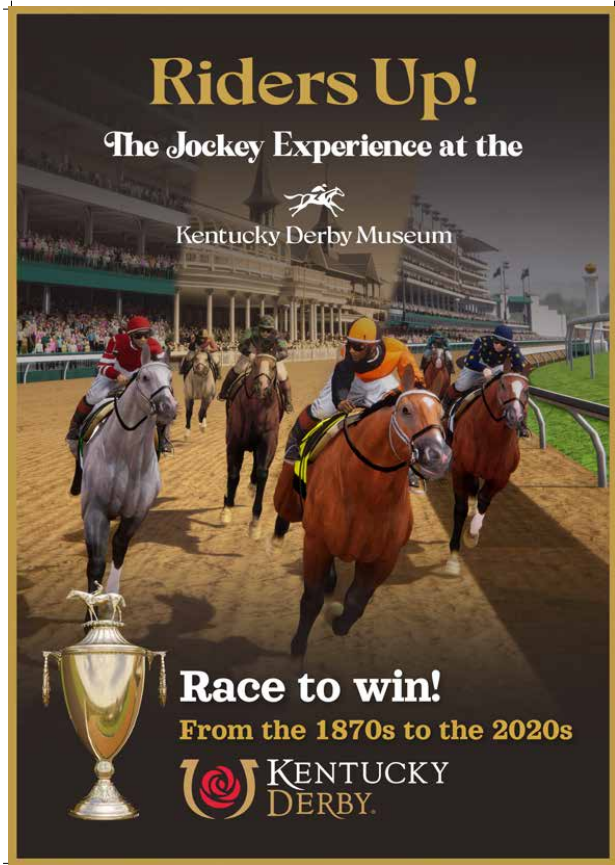
Welcome / Purpose of Session

» Stakeholder Management Panel / Workshop (details to be finalized)

» Post Event: Additional Networking Cocktail Opportunity

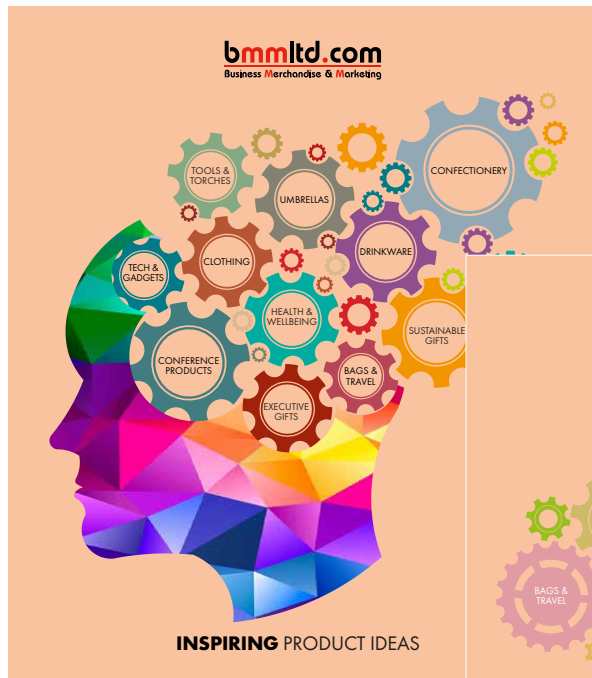


# POSTER PRODUCTION

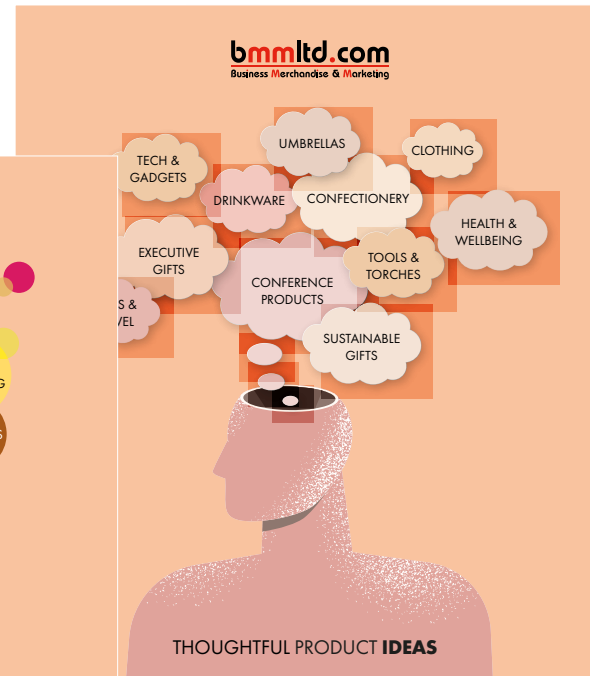




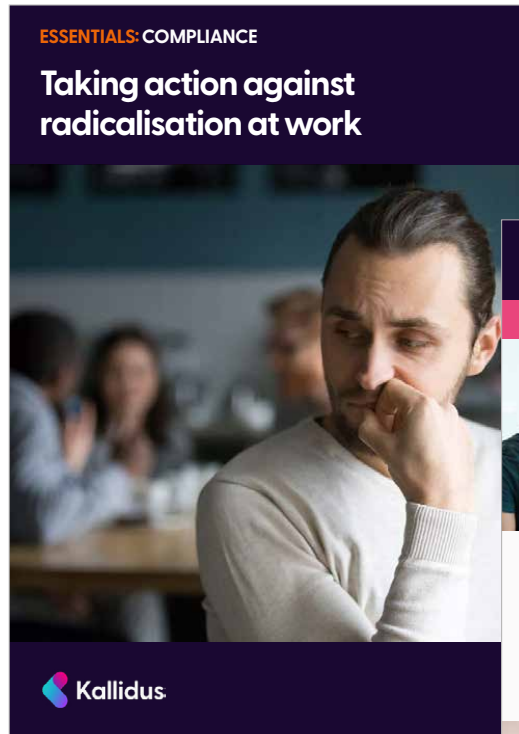
# CONCEPT DEVELOPMENT



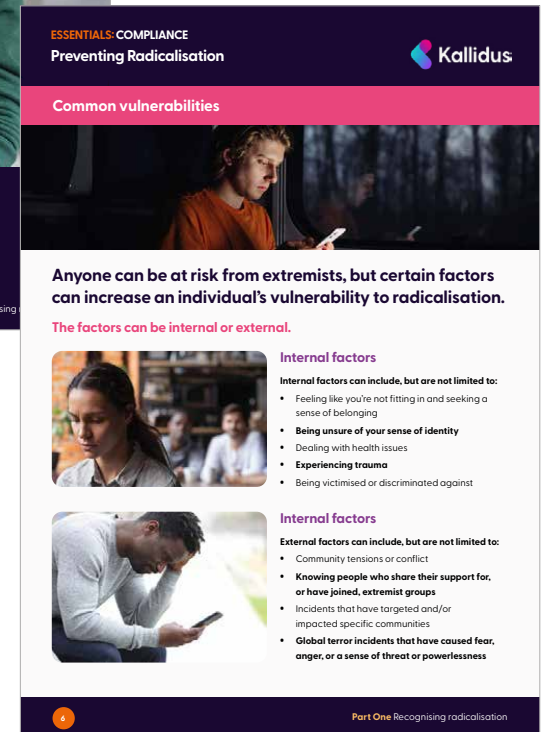
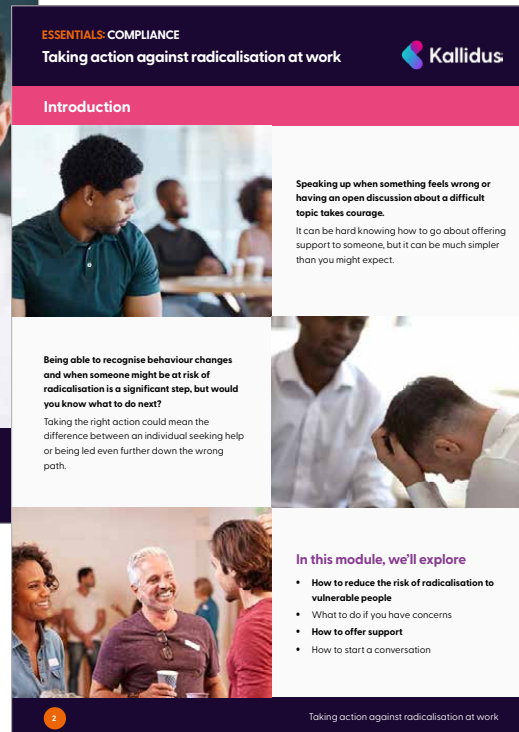
BMM LTD CATALOGUE COVERS



# DIGITAL DESIGN



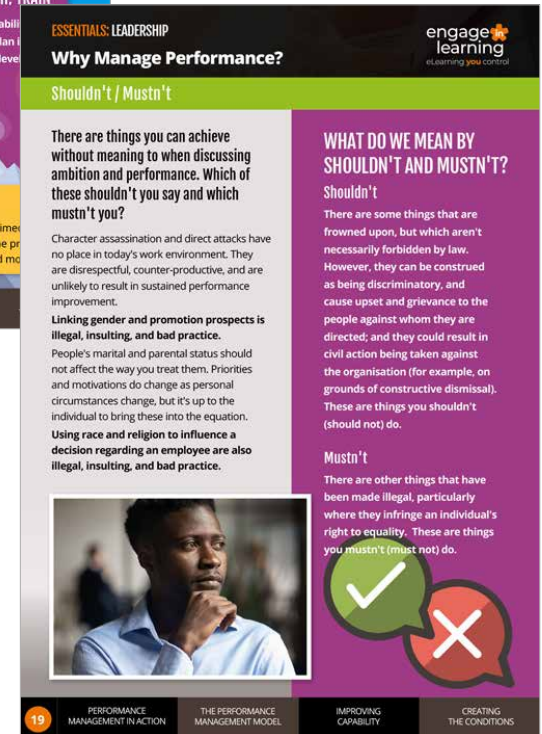
KALLIDUS EBOOK PRODUCTION



# DIGITAL DESIGN



## ENGAGE IN LEARNING EBOOK PRODUCTION





# CORPORATE DESIGN

## A Partnership for Extraordinary Times

Fujitsu, Oracle, and you; enabling dynamic resilience for recovery and beyond

shaping tomorrow with you

## Dynamic resilience beyond the recovery

The financial sector understands the need for dynamic resilience; the ability not just to survive a 'Black Swan' event but bounce back stronger and fit for growth.

Moving forward from 2020 that kind of resilience is more important than ever before. The Federal Reserve, the ECB, and the Bank of England (as late as December '19) all concluded in 2019 that the financial sector was more resilient than it had been in 2007-8'.

It's time to build on that financial resilience by boosting the sector's digital resilience.

Fujitsu, Oracle, and your business can be a powerful partnership for extraordinary times. We won't just work together to survive, but to thrive. The recovery will come - however long it takes - and the real opportunity is to be fit-for-purpose and be in prime competitive shape to make the most of the opportunities that are ahead of us.

**Talk to us about how we can forge that partnership.**

**Contact us**  
800 831 3183 or 408 746 6000  
askfujitsu.us@fujitsu.com

## The 'as-a-service' philosophy

As we've stressed, Fujitsu and Oracle have a highly practical, real-world, focus on doing what needs to be done now so that you can build the future in your own image and likeness. And that means getting cloud right. Cloud is key, but - to paraphrase Vince Lombardi - it's not the only thing. Winning is.

We don't believe in wholesale change of a total move to the 'as-a-service' world for the sake of it. No two financial businesses are alike despite what some might claim. We believe in optimizing what you have and strategically adding to it as you move forward.

We work with you to achieve a tailored solution to your specific needs, so you make the most of the cloud and its as-a-service capabilities in ways that suit you.

## The 'as-a-service' philosophy

It's a partnership. It's an ongoing process that is agile enough to flex as external change demands, but stays true to your strong, focused vision of where you want to go, and why you want to go there.

The 'why' is important. At Fujitsu, we spend time understanding why you have set specific objectives and then we work with Oracle to ensure to adapt what you have already, and design new approaches to work with those existing structures and systems. Simply, your business continuity is paramount. There's no need to unravel tightly integrated ERP systems for the sake of it.

## From 'disruptee' to disrupter

It doesn't appear in the Oxford English Dictionary, but it soon will: You're a 'disruptee' when you're overtaken by a competitor. They could be a challenger bank or an old foe, an online insurer or an established one that's digitally transformed. Whomever they are, they're proving to be more agile and imaginative than you are. Not good news.

A key part of dynamic resilience is the ability to see into the future and imagine scenarios in which you lose out. It focuses the collective mind of your enterprise. You then have the perspective you need to act decisively to ensure that you don't lose out.

It's nothing new. The eternal truths of business still apply, even in a world transformed by the historic events of 2020. Markets are always uncertain, technology is always driving change, costs must be always reduced, and customers constantly demand to be efficiently served and regularly delighted.

What Oracle's proven applications provide is the foundation for your business in a digital world. Fujitsu co-creates not just solutions but an abiding philosophy of action. It's firmly based on partnerships which boost your ability to make decisions, act, and then build on both successes and things that didn't go so well.

We're honest enough to admit that no business venture is plain sailing. That's why we're more resilient. As the ancient Stoics stressed, a key part of resilience is an honest appraisal of what works, what doesn't, and what could come out of left field. That clarity of thinking and strategic vision energizes you and strengthens your resolve to focus on constant improvement and innovation.

## It's an approach founded on:

- Making the most of your investment in your existing business systems
- Expanding your vision beyond the back-office to encompass - and energize - your entire business ecosystem
- Maintaining your specific customizations of Oracle's applications so they keep yielding value for your business and your people
- Reducing complexity (and associated costs) so you achieve clear ROI on your investment and expenditure

**That means you can look forward to recovery and beyond ready to:**

- Continue to adapt the new technologies, make the most of existing ones, and configure your ecosystem so you're never behind the digital curve
- Leverage new technologies and applications so that you can transform the way you manage your business and people while staying true to your core objectives
- Achieve great TCO but also go beyond it to be truly agile and resilient supported by the right levels of investment in services and systems

FUJITSU MARKETING BROCHURE



# CORPORATE DESIGN

FUJITSU | Customer Story: **Polaris®**

## Accelerating drug discovery through collaboration

Traditional drug discovery is time-consuming, with lead times of up to 48 months to discover new molecular leads. With Polaris<sup>®</sup>, it combined Fujitsu's Digital Annealer with Polaris<sup>®</sup>'s quantum mechanics and molecular mechanics (QM/MM) simulations to expand the size of the searchable chemical space.



### Challenge

To accelerate the drug discovery process to fight diseases using quantum-inspired computing, machine-learning and QM/MM.



### Solution

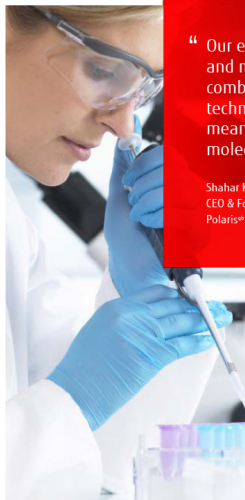
A platform combining Fujitsu's Digital Annealer with Polaris<sup>®</sup>'s chemistry and machine-learning algorithms to speed up drug discovery.



### Outcomes

Speeding time to market for lifesaving treatments. Fujitsu's quantum-inspired Digital Annealer is up to 10,000 times faster than any other currently available alternatives, without the added complications and costs typically associated with quantum computing methods.

» Find out More



“ Our expertise in chemistry and machine-learning, combined with Fujitsu's technology and experience, means we can identify viable molecules quickly. ”

Shahar K.  
CEO & Founder  
Polaris<sup>®</sup>

FUJITSU | Customer Story: **Rice Exchange**

## Transforming the \$450 billion rice market

Could the global market for rice be transformed through blockchain? Rice Exchange thinks so. Through its Ricex marketplace, built on the FUJITSU Blockchain and Distributed Ledger Technology (DLT) platform, it is aiming to make the global trade in rice faster, more secure, and more transparent.



### Challenge

Ricex needed a blockchain technology and cloud partner to take its test product to a global market.



### Solution

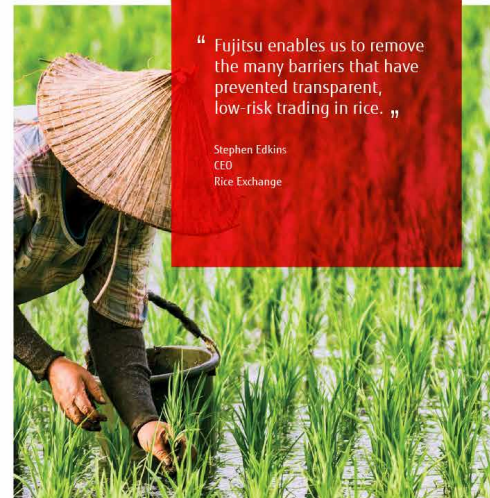
- FUJITSU Blockchain Innovation Center (BIC).
- FUJITSU Blockchain and Distributed Ledger Technology (DLT).



### Outcomes

Faster, more secure and more transparent trades. Using Ricex will result in at least 20% savings for stakeholders and 90% savings in the time it takes to trade – with an end-to-end trade completing in as little as six minutes.

» Find out More



“ Fujitsu enables us to remove the many barriers that have prevented transparent, low-risk trading in rice. ”

Stephen Edkins  
CEO  
Rice Exchange

Driving digital transformation with our customers

FUJITSU

FUJITSU CASE STUDIES

< previous | next > 1 |


## CONCEPTUALISATION

RED CARDS STORYBOARD CONCEPTS





## BRAND CAMPAIGNS



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DUNLOP TYRES (UK) PRESS CAMPAIGN



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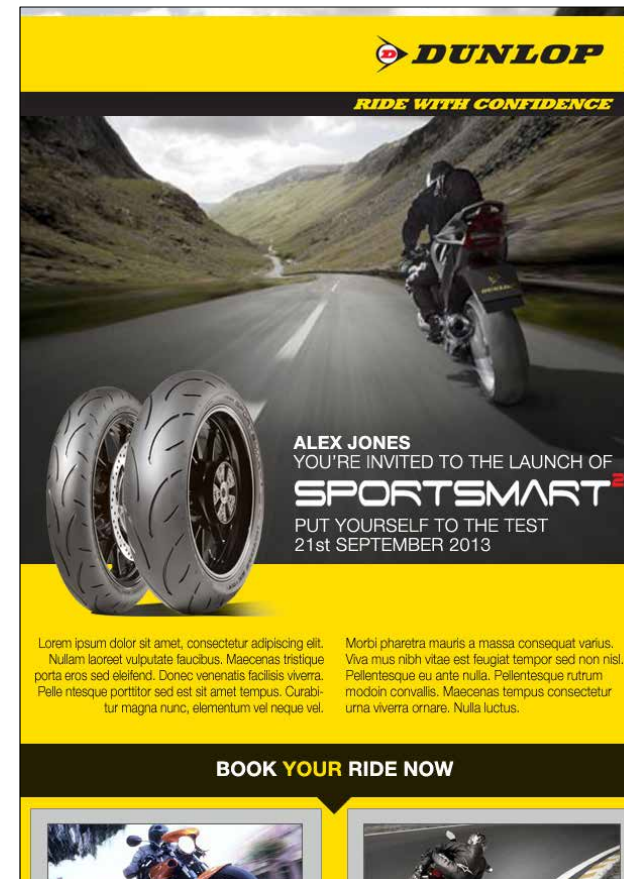
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\*Terms and conditions apply, see overleaf for full details.

DUNLOP TYRES (UK) PRESS CAMPAIGN



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**ALEX JONES**  
YOU'RE INVITED TO THE LAUNCH OF  
**SPORTSMAX II**  
PUT YOURSELF TO THE TEST  
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Morbi pharetra mauris a massa consequat varius. Viva mus nibh vitae est fauciat tempor sed non nisl. Pellentesque eu ante nulla. Pellentesque rutrum modoin convallis. Maecenas tempus consectetur urna viverra ornare. Nulla luctus.

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DUNLOP TYRES (UK) E-MAIL CAMPAIGN CONCEPT

# BRAND GUIDELINES

## 1

Corporate Image  
Manual

### Matech Competition Stand Alone Logo Versions and usage guidelines

#### Exclusion Zone



#### Logo File Types Available

Logo Version **1** is only available as a standard FLAT HI-RES CMYK Image supplied in JPG, TIFF, PDF or EPS format. Other formats are available if required, contact the Brand Manager for advice.

Logo Versions **2 3 4 5** are available in VECTOR EPS formats (scaleable to any size) and are provided in CMYK format.

Please contact the Matech Marketing Team for any further advice or guidelines.

## 2

Corporate Image  
Manual

### Matech Competition Logo Versions with Stripes usage guidelines



**Logos with stripes**  
Scaleable to any size  
following these proportions



#### Logo File Types Available

Logo Versions **6 7** are only available as a standard FLAT HI-RES CMYK Image supplied in JPG, TIFF, PDF or EPS format. Other formats are available if required, contact the Brand Manager for advice.

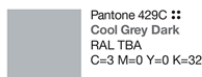
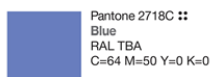
Logo Versions **8 9** are available in VECTOR EPS formats (scaleable to any size) and are provided in CMYK format.

Please contact the Matech Marketing Team for any further advice or guidelines.

## 3

Corporate Image  
Manual

### Matech Competition Colour Palette Guidelines



#### Legend:

C = Coated Pantone Reference

:: = All colours achievable in CMYK

Solid White (when used) is standard industry White

MATECH RACING BRAND DEVELOPMENT



## PRINTED MEDIA

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MASERATI MARKETING LITERATURE

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# WEB DESIGN



## Connecting for Positive Change

### Cross-Sector Battery Systems Landscape Map


This landscape map features over 200 organisations and aims to showcase the breadth of the UK battery capability, including battery manufacturers, supply chain, OEMs, researchers and end-users. Use the filters to explore the spread of organisations in different sectors (rail, maritime, aviation, etc.) and how the supply chain is shaped.

**Please note:** In Q1 2021, we will be adding extra features and layers of information. The aim is that the map will become a rich source of information, but also a useful tool to help you identify new contacts and connect with them directly through this platform.

For the development of this map, we have used the data that members have kindly inputted through their sign-up form. If you would like your organisation to feature in the map, please do complete the form. The map will be regularly updated.

[Sign up](#)

### Organisation Map




© 2020 Mapbox © OpenStreetMap


Organisation type

Null Community Int... Consultant Contract Resea... Government Industry Other

Contact us




UK Research and Innovation



Battery Systems

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About Cross-Sectoral Opportunities News Events Resources Networking Hub Battery Systems Landscape Map

## User name's dashboard

Home / Log in / User dashboard / This page

### Registration details

Please edit your details here

Which part of the supply chain describes best your organisation? \*


Which sectors are you most interested in? \*

Which part of the supply chain describes best your organisation? \*

Update

Cancel

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## KTN INNOVATION NETWORK WEBSITE DESIGN


### Aerospace

Electric flight will not only enable carbon emission reduction, but will also develop a new era of quieter and more environmentally-friendly transport. Electric power can support vertical take-off and landing (eVTOL), and short take off and landings (STOL).




### Automotive

The global automotive industry is moving from internal combustion vehicles towards electric vehicles. The UK is at the forefront of this transition to the electrification of road transport. According to the Government's 'Green Plan' new petrol and diesel cars.




### Chemical Supply Chain

A 2018 report examining the UK Chemical Supply Chain for Battery Manufacture has found that the UK chemical sector could capture a £4.8bn per annum market share by 2030, meeting the needs of UK-built vehicles alone. Currently, three-fifths of a vehicle.




### Defence

The defence sector has the opportunity to become a key early adopter of batteries that are not yet commercially viable for other markets. DSTL and the British Army's Future Force Development team have identified a list of innovation needs. These include:




### Maritime

An entirely electric vessel for ocean voyages may still not be a foreseeable scenario. However, the shipping industry is exploring battery-powered options, confirmed by an increasing interest in the development of electric vessels. With the current battery.




### Rail

The UK Government has set out a challenge for the rail industry to decarbonise the network by 2040. This means that the rail industry will need to replace diesel passenger trains with those that use electricity, hydrogen or batteries. This requires better understanding of.




### End-of-Life


As the use of high-performance batteries increased to consider it part due to its but also critical materials of life.



### Stationary Storage

The international market for stationary battery storage systems is growing rapidly. Over the last decade, grid-connected battery systems have progressed from a niche market to a global one. The International Renewable Energy Agency (IRENA) suggests that a







## SOCIAL MEDIA



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**Opportunities for Inside Sales Representatives at Quantum.**

**QUANTUM**  
MARKETING

THE DEMAND GENERATION EXPERTS

**QUANTUM MARKETING**  
DIGITAL RECRUITMENT CAMPAIGN



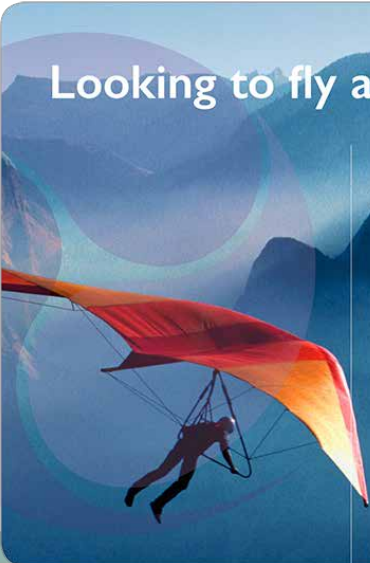
**Expand your horizon**

**Opportunities for Inside Sales Representatives at Quantum.**

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THE DEMAND GENERATION EXPERTS



**Looking to fly a little higher?**

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**QUANTUM**  
MARKETING

THE DEMAND GENERATION EXPERTS

## SOCIAL MEDIA

### KALLIDUS SOCIAL MEDIA CAMPAIGNS



A banner for an event titled "Register for In-house Recruitment LIVE! Manchester **for free** today". The background features a group of six diverse professionals sitting at a table. The Kallidus logo is in the top right. On the left, a vertical menu includes "Recruit" (magnifying glass icon), "Learn" (graduation cap icon), and "Content" (laptop icon). On the right, a vertical menu includes "Perform" (bar chart icon), "360" (speech bubble icon), and "Talent" (calendar icon).



A banner with a green-to-yellow gradient background. It features the Kallidus logo in the top left. The text reads: "Best of both worlds: Making the most of blended learning, from introduction to implementation". Below the text is an illustration of a tablet displaying a game-like interface with a score of 2718 and a map.



A banner with a red background. It features the Kallidus logo in the top right. The text reads: "Find out how you can gain complete control of every aspect of recruitment with a demo with our friendly team". Below the text is an illustration of hands interacting with a laptop and a smartphone. At the bottom is a yellow button that says "Book a demo".



A banner with a colorful geometric background. It features the Kallidus logo in the top right. The text reads: "Come and see us at Learning Technologies". Below this is a purple box with the text "learning technologies". At the bottom, it says "12th – 13th Feb 2020 | Find us at stand F16".



A banner with a dark background featuring silhouettes of people. The text reads: "Kallidus acquires Engage in Learning to deliver personalised learning experiences". Below the text is the Kallidus logo and the text "engage in learning".



## SOCIAL MEDIA



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fresher  
ideas

World-class technology  
in air filtration, creating a  
perfect environment for  
smaller offices

**RUHENS UK**  
AIR CARE SOLUTIONS

Cutting  
edge air  
purification

Perfect for medium to  
large sized waiting  
areas in surgeries and  
medical receptions



**RUHENS UK**  
AIR CARE SOLUTIONS

Creating  
a safer  
environment

Air cleansing  
especially designed  
for reception areas,  
bars & restaurants



**RUHENS UK**  
AIR CARE SOLUTIONS

RUHENS UK SOCIAL MEDIA

# BROCHURES



## MATECH RACING CORPORATE BROCHURE



Provisional circuits to be confirmed by SRO December 2009

USA - April Yas Marina	South Africa - April Provisional	United Kingdom - May Silverstone	Czech Republic - May Brno	Denmark - July Provisional	France - August Paul Ricard HTT
Saudi Arabia - August Provisional	Germany - September Nürburgring	Portugal - September Algarve	October - To be confirmed	China - November Provisional	Italy - November Provisional

16.00 hrs

The position on the grid is a starting point - get the tyres on temperature - check your strategy and weather - assess the fuel load - lights to green - push hard - straight away - you are well on track.

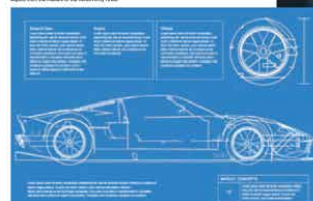
17PM - place on the grid to depart  
Signal Green - 1000 - confirm the plan on temperature - confirm the strategy of the development of the report - driver stage - the fuel system is set - engine temperature is a test - sensation of pure velocity parallel.



### Excellence

Matech design, construct, develop and manufacture race-winning cars. In doing so, our engineers, technicians, drivers and staff are all united in the pursuit of excellence. Best practice in the workshop, on the track, and throughout the supply chain is key to our winning formula. Crucial is how we bring development and driving together, with Thomas Mutsch, works driver and also our Operations Manager. His knowledge, gained in the heat of races, feeds directly into the cars' improved performance, which benefits our drivers and customers as can be seen in the results.

With thanks to:  
The Swiss Army. The Swiss Army's ALX 90 (ALX 90) shown in a modern suit on the track, the Swiss Army's design, efficiency and quality - 1998 also used by the Swiss Army's.



### Ambition

Matech was born out of ambition, exemplified by our move to Mayen, 30km, from the Nürburgring, to access the world's leading motorsport suppliers. Ambition has driven us in a long way in a short time. First those amazing GT3 successes and now the prospect of still greater success with the new Matech Ford GT1.

Already it has proved itself against the best, with its increased downforce, carbon brakes and of course more power. Soon the world will watch as the Matech Ford GT1 carries our hopes of achieving our greatest ambition yet: the GT1 World Championship and, one day, a return to Le Mans.

### Ambition

Matech, well, well, d'un projet ambitieux, confirmé par notre choix d'implantation à Mayen, à moins de 30km du Nürburgring et à proximité des plus grands fournisseurs de sports mécaniques du monde. L'ambition nous a fait parcourir beaucoup de chemin en peu de temps. Tout d'abord, ces incroyables succès en GT3 et maintenant la perspective de succès encore plus importants avec la nouvelle Ford GT1 Matech. Elle a déjà prouvé ses performances face aux meilleurs, avec un appui aérodynamique augmenté, des freins en carbone et bien sûr plus de puissance. Bientôt le monde verra la Ford GT1 Matech porter nos espoirs pour accomplir nos plus grandes ambitions à ce jour : le championnat du monde GT1 et un



### GT1 World Championship: Business Benefits

- Globally acknowledged as one of the most important motorsport genres, tipped by the FIA and leading media for future growth.
- 12 major race events, 12 countries, 5 continents, accessing both developed and emerging economies and markets.
- Superior brands that excite values and highly marketable association qualities with which businesses can align.
- Broadcast live in 24 countries, direct to over 65m homes, with 800 programmes distributed in 120 territories.

### Championnat du monde de GT1 : avantages pour les entreprises

- Reconu mondialement comme l'une des catégories reine du sport automobile et vu, selon la FIA et les principaux médias, à une forte croissance.
- 12 circuits de renom, 12 pays, 5 continents, permettant d'accéder directement aux marchés industrialisés et émergents.
- Des marques de voitures prestigieuses qui exultent les valeurs commerciales auxquelles les entreprises souhaitent adhérer.
- Télévision en direct dans 24 pays, plus de 65 millions de foyers atteints avec 800 programmes rediffusés dans 120 pays.

13.15 hrs  
Concentration is paramount to make the difference between the good and the bad - 13.15 hrs - 13.15 hrs - 13.15 hrs



### Excellence

Matech conçoit, construit et développe des voitures de courses victorieuses. Ainsi nos ingénieurs, techniciens, pilotes et notre personnel sont tous unis pour atteindre l'excellence. Les tests effectués dans les ateliers, sur la piste et à travers la chaîne de logistique sont la clé de notre formule gagnante. La manière dont nous parvenons à associer le développement et le pilotage est cruciale, avec Thomas Mutsch, pilote officiel et responsable des opérations. Son expérience acquise dans le feu de l'action permet directement d'améliorer les performances de nos voitures, ce qui profite à nos pilotes et à nos clients, comme le montrent les résultats.

## LOGO PRODUCTION



## LOGO PRODUCTION

**MATECH**  
COMPETITION 

F A M A R A



**CHR. WARD**  
L O N D O N





# TENDER PRESENTATIONS

Tender response for the delivery of stand design & build for the Cardiff Capital Metro Exhibition  
Prepared by David Daw  
Event Exhibition & Design Ltd



Llywodraeth Cymru  
Welsh Government

EVENT EXHIBITION & DESIGN GALAHAD HOUSE, 1 LANGSTONE BUSINESS PARK, PRIORITY DRIVE, NEWPORT NP23 2HJ T: 02920 099902 E: DAVID@EVENT-EXHIBITION.CO.UK WWW.EVENT-EXHIBITION.CO.UK

**Event** GROUP  
**Event** EXHIBITION  
**Event** VISUAL  
**Event** COMMUNICATIONS

- ISO 9001: 2008 Quality Management System
- ISO 14001: 2004 Environmental Management System
- OHSAS 18001: 2007 Health & Safety Management System

© Event Exhibition & Design Limited

## EVENT EXHIBITION & DESIGN TENDER DOCUMENT

Dear / Annwyl Mr Perryman,

**Tender Response:** Deliver an ambitious, impactful and distinctive exhibition in South Wales to showcase the concept of the Cardiff Capital Metro project and support a public consultation

Thank you for inviting us to present a quotation for this project. Our creative team are genuinely delighted to present you with our initial ideas on this very exciting project. As one of the UK's leading suppliers of exhibition stand design and build to private enterprise and public sector organisations, we have the knowledge and expertise to deliver a truly distinctive exhibition to quality, on time and within budget.

Very unusually as a contractor one of our specialties is the supply of exterior exhibition work and roadshows and we have been supporting a whole host of clients including the Welsh Government, Sainsbury's, HCC, Dunlop, S4C, BBC, Philips brands and Tesco in this way for many years.

Again unusually we have our own exterior structures division to support our clients supplying the very best and most modern equipment in this specialist field. Our proposal offers some great design ideas as well as properly considered, functional and value-led solutions. These initial concepts are intended to provide a real 'flavour' of what could be achieved and would inevitably need some fine tuning. To this end we would anticipate working with you and your brand agency to tailor all areas of these design concepts so as to exactly meet your requirements.

Now importantly while we show you three different structure based concepts one other important area has not been forgotten. Within our proposal is a special supplementary section covering the modularity of the internal elements we have created. What we have offered is a true pick and mix solution to the exhibition content and concepts.

In essence any item can be combined with any other and in any amount so that this offers you a totally flexible solution to what is in all probability not yet a truly defined way forward. So you can pick any interior idea to work with any exterior one and if you want it to scale it up or down or use it inside another venue or not. That's what we call a flexible solution! What we can do is then work to a fixed budget to enable you to fully control costs.

Please feel free to call me direct to discuss any areas of this proposal. By its very nature it is complicated and I would really welcome the opportunity to formally meet with you and run through things face-to-face. What I am sure of is that we can deliver something rather extraordinary for you for this great project.



Yours sincerely / Yn gywir,  
*David Daw*  
David Daw  
Managing Director  
Event Group of Companies



Yours sincerely / Yn gywir,  
*Patricia Lucy*  
Patricia Lucy  
Head of Major Events  
Event Exhibition & Design Limited



Yours sincerely / Yn gywir,  
*Silyn Parry Jones*  
Silyn Parry Jones  
Communications  
Event Exhibition & Design Limited



Head Office:  
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Galahad House, 1 Langstone Business Park,  
Priority Drive, Newport, NP23 2HJ  
T: 02920 099902

Contact:  
E-mail: david@event-exhibition.co.uk  
www.event-exhibition.co.uk  
T: 01672 519666

## LARGE FORMAT DESIGN



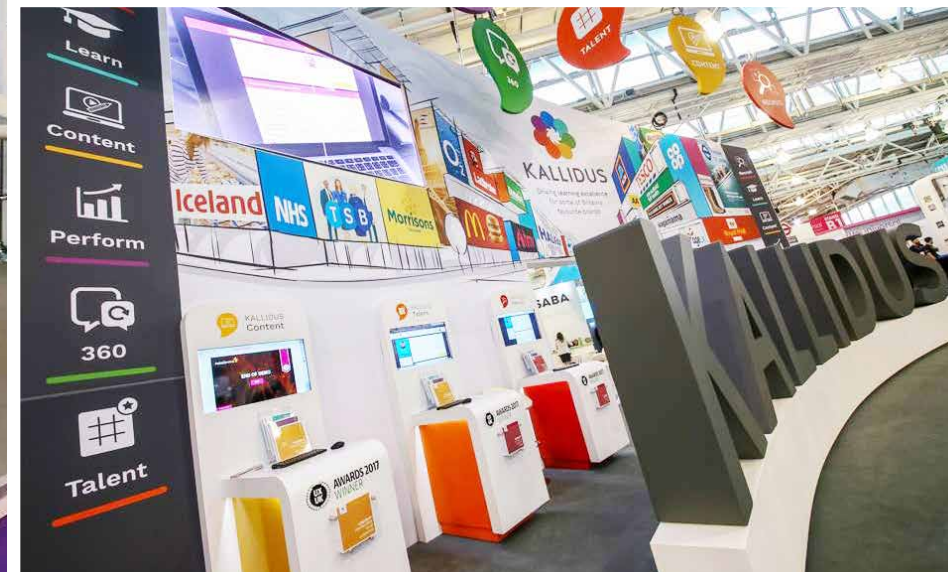
KALLIDUS EXHIBITION STAND ILLUSTRATION



## EXHIBITION GRAPHICS



**KALLIDUS**  
EXHIBITION STAND GRAPHICS





## INFOGRAPHICS



Equality and  
Diversity in  
your recruitment  
process

**70%** of job listings across  
all industries are  
masculine-associated

**94%** of business-related job  
descriptions are written using  
gendered language

**92%** of STEM roles  
are guilty of  
gender-skewed  
adverts

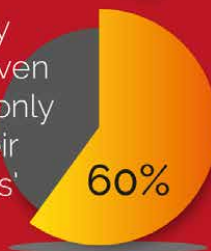
**91%** of finance  
and insurance  
roles feature  
gendered wording



typically not apply for a role  
unless they feel they can meet

**100%** of the job description

Men will typically  
apply for roles even  
if they feel they only  
meet **60%** of their  
future employers'  
expectations



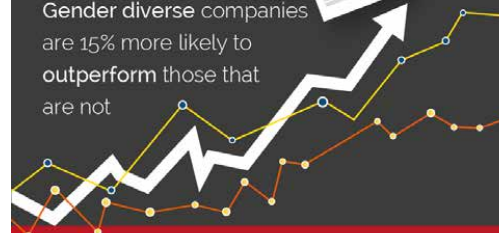
Companies with a board made up of at least  
**30% female executives** make as much a  
**6% more profit** than companies with a  
male-only board



By using **gender-neutral**  
words in a job description,  
numbers of applicants can  
increase by **42%**



Gender diverse companies  
are **15% more likely to**  
**outperform** those that  
are not



Women make up  
**50%** of the workforce



**10%** of the working age  
population are from  
an ethnic minority

**25%** of primary school  
children are from an  
ethnic minority



Business News Daily, 'Want more job applicants?  
Use gender-neutral wording', 25 September 2016

Gender Decoder, Kat Matfield

HuffPost, 'Companies with women leaders make more profit,  
says new study', 15 July 2016

Acas, 'Prevent discrimination: Support equality', June 2018

KALLIDUS INFOGRAPHICS

# ILLUSTRATIONS



**Aelfredo**

Peace, Dignity and Family



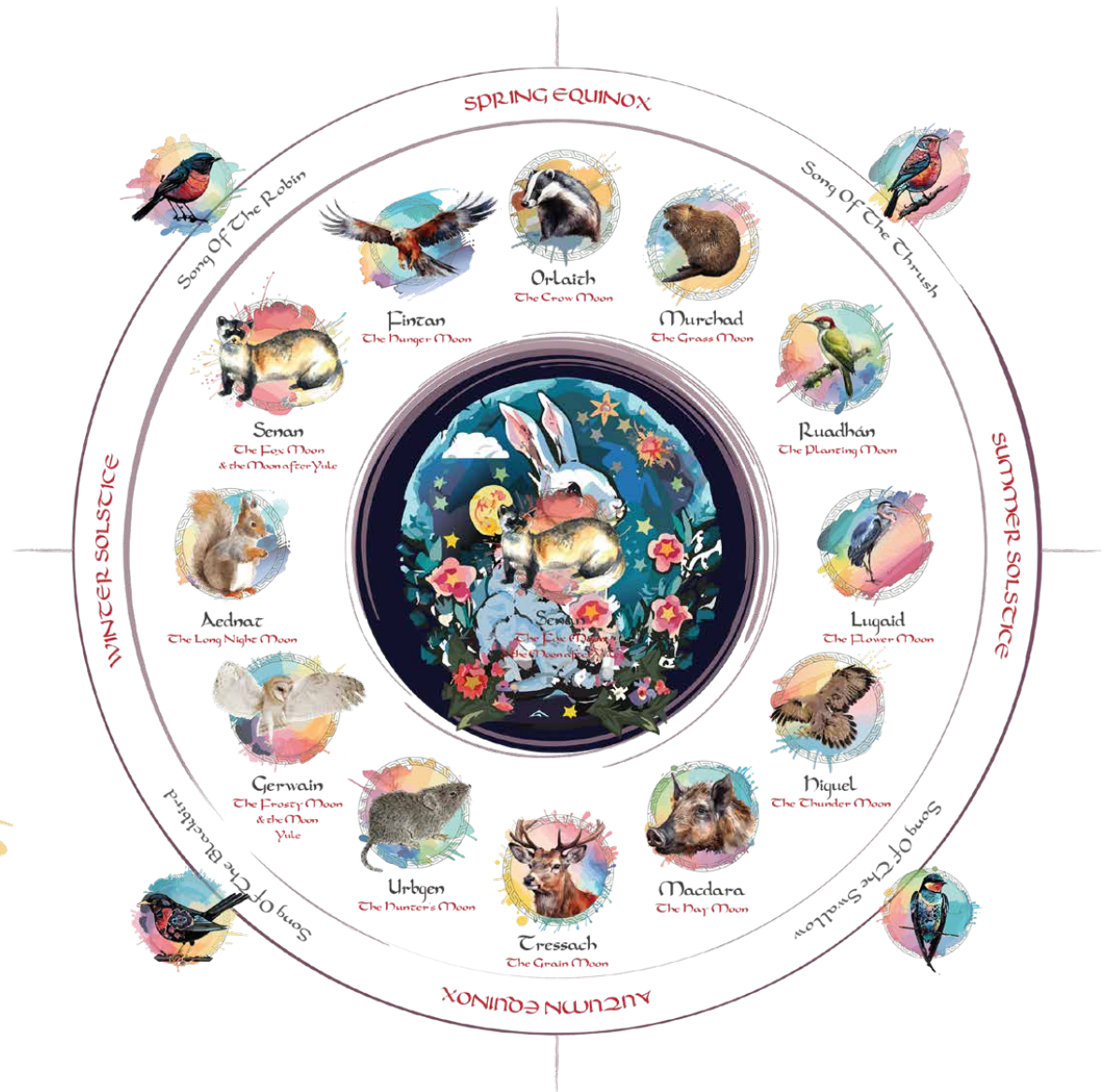
**Ollievo**

Courage, Laughter and Friendship



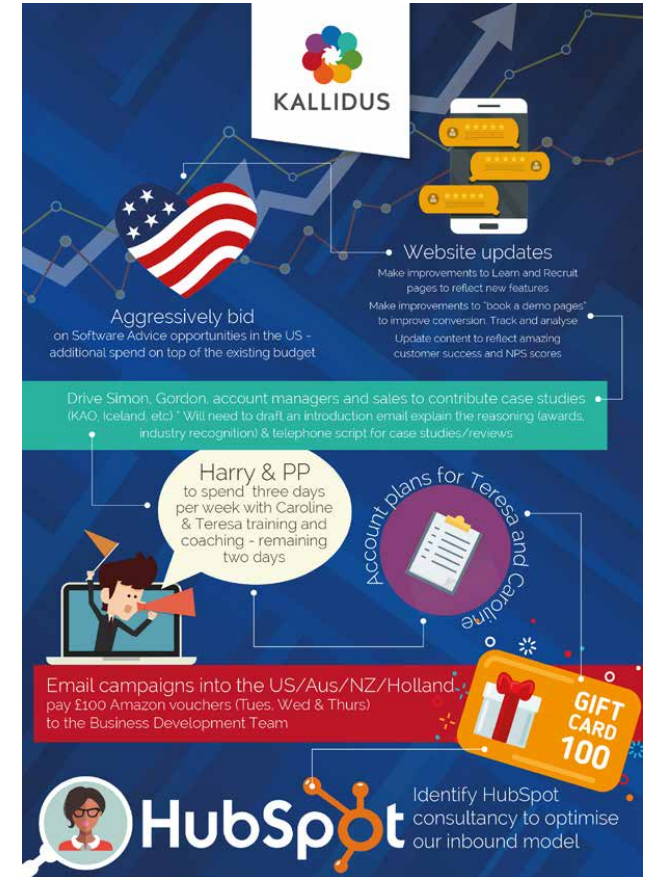
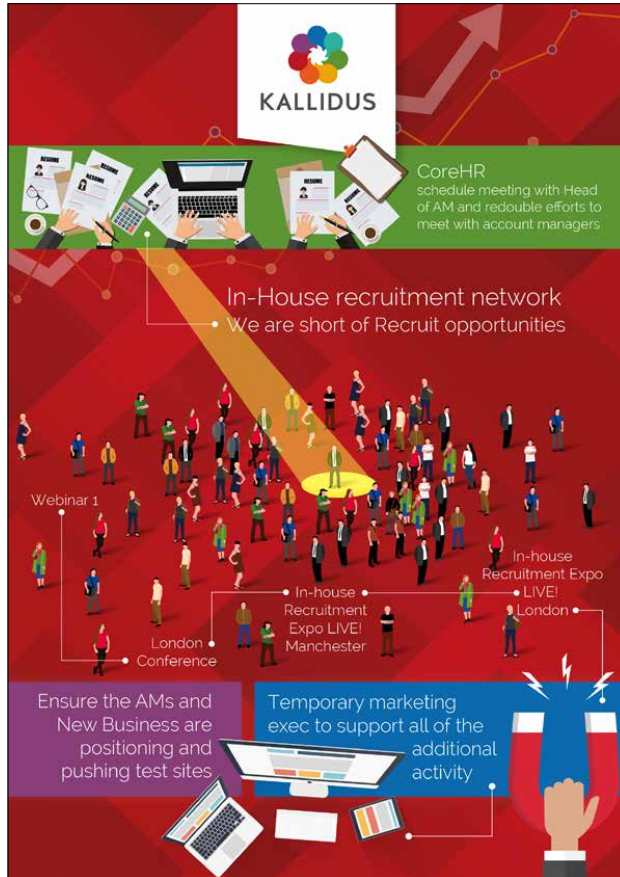
**Moogello**

Loyalty, Love and Compassion





# POSTERS + ILLUSTRATION





# IN A NUTSHELL...

- **SOLID EXPERTISE IN BOTH PRINT & DIGITAL DESIGN**
- **CREATIVITY COMBINED WITH QUALITY**
- **PROBLEM-SOLVING & THE REQUIRED RESOLUTION**
- **ABILITY TO GET TO THE HEART OF A BRIEF**
- **ACCURACY & SPEED COUPLED WITH ATTENTION TO DETAIL**
- **ASSURED WORKLOAD HANDLING & PRIORITY ASSESSMENT**
- **DEPENDABLE, TRUSTWORTHY & RELIABLE**
- **TEAM PLAYER WITH A COLLABORATIVE APPROACH**
- **RESPONSIVE & PROACTIVE**