



Constructionline

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Case Study - West Midlands Meet the Buyer event



Event info

Venue:
Chateau Impney Hotel

Date:
10th April 2014

Supplier turnout:
300+

Buyer/exhibitor turnout:
20+

Lend Lease, VINCI and other top buying organisations attend Constructionline's West Midlands event to find new suppliers for upcoming projects.

As part of our commitment to facilitate the link between construction buyers and suppliers, Constructionline hold a series of Meet the Buyer events across the country - a chance for regional and national buyers to engage with local SME suppliers to discuss work opportunities.

In March 2014, Constructionline held its West Midlands Meet the Buyer event at Chateau Impney Hotel & Exhibition Centre in Worcestershire. The event played host to a list of buyers including VINCI, Lend Lease, Mears, Worcestershire Country Council, and many more.

Organising the event, Cheryl Wrench, Client Relationship Manager at Constructionline told us; "SME contractors are often well-placed to deliver work programmes on their doorsteps, and public sector organisations and private businesses keen to engage these smaller suppliers, but it's not always easy for both sides to access one another. This event offers a valuable introduction between the two parties. Local contractors are able to find out about how they can go about winning work from buyers on their doorsteps as well as learning about upcoming opportunities in the region."

330 suppliers were in attendance on the day. With 70% of those suppliers based in the local area, and 60% classified as an SME organisation – the West Midlands event offered a great opportunity for buyers to build their local supply chain for upcoming projects.

Wolverhampton City Council exhibited on the day, looking to engage with local contractors for their upcoming planned works and framework agreements involving the delivery of mechanical & electrical repair services, fixed electrical testing and lift maintenance services.



"This event was well structured with great attendance. It was good to speak with big main contractors, and the fact that we were able to speak to procurement people within those organisations made the day for us. This was not our first event, and it certainly won't be our last."

Rebecca Oxley

Head of Business Development & Marketing at HRS Services Ltd



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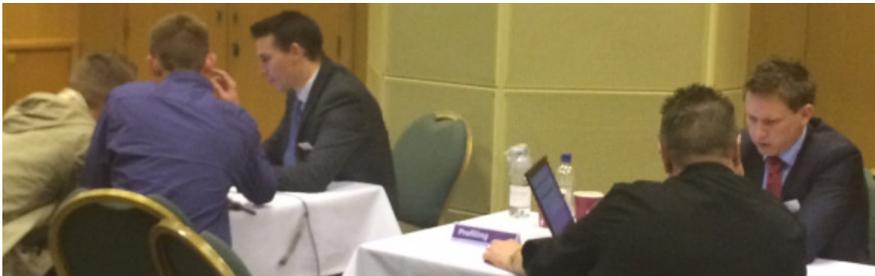
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Amongst others, Nuneaton and Bedworth Borough Council and Worcestershire County Council were also in attendance to advise contractors on how they can do business with them on future construction projects.

For suppliers attending, the fundamental benefit is the opportunity to, not only speak to buyers, but to speak to the right people within these organisations. Constructionline's Meet the Buyer events give contractors the chance to speak one-to-one with key decision makers. Tony Joyce, Sales Manager at Crown Graphic Solutions Ltd told us, "I've been trying to speak to Walsall Council for months, and have had no luck. After hearing they were attending this event and I get to meet them, I made it a priority to come along."

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Profiling workshop at the West Midlands event

At every Meet the Buyer event, Constructionline holds profile workshop sessions, a chance for Constructionline members to sit down with a member of our team to discuss their Constructionline profile. We'll take a look at the supplier's profile from a buyer's perspective, and provide advice and assistance to ensure the profile is fully visible to buyers looking to source suppliers.

Nick Yarsley from Milestone Flooring Ltd visited the profile workshop on the day, he told us; "I came along today because I thought Constructionline was a body we needed to comply with, I didn't realise it was a tool. I've already called the office and told my team we need to get our profile updated. I had no idea what we stood to get from Constructionline."

Our Meet the Buyer events are like no other, and completely free of charge for both buyers exhibiting and suppliers attending. To view our upcoming programme of events, and register your attendance, visit us online at www.constructionline.co.uk/events

For more information
on Constructionline:
T: 0844 892 0312

Showcase event video



To watch a round-up of our Showcase Meet the Buyer & Conference event held at Wembley Stadium, visit our YouTube channel at www.youtube.com/constructionline