

Case study

Team spirit

Wendy Filer, Marketing and Business Support Manager at Eversholt Rail Group, tells us about the strength of the team at the EICC

“I knew that on the day, the staff at the EICC would do everything they could to help make the event a success”

Wendy Filer



Can you tell me about Eversholt Rail Group?

Eversholt Rail Group is one of the three rolling stock companies that were formed with the privatisation of British Rail. As a result, we own around one-third of the UK's stock of passenger trains, which we lease to train operating companies.

What were the aims of your event?

To demonstrate to key industry stakeholders that the existing trains on the east coast route could be upgraded to as high a standard as new trains but at a fraction of the cost. To help bring this to life for our stakeholders, we built a mock-up train carriage to showcase different interior concepts.

What was the reception to the refurbished trains?

The feedback from our stakeholders was excellent and generated a lot of discussion around train travel in the future.

Why did you choose to bring the event to Edinburgh?

The train route was a big factor in deciding where best to hold this event. We wanted to reach as many stakeholders as possible, so as well as Edinburgh, we also held events in London and York.

What made the EICC stand out as the venue for your event?

The EICC was able to accommodate our mock-up train, which other venues were unable to do. It was a huge installation and central to the aims of the conference, so we had to be sure that it could be brought in and displayed at its best. We were also attracted to the central location, which was easy for our stakeholders to reach. Furthermore, the staff that dealt with my initial enquiry couldn't do enough to help, so I knew that on the day they would do everything they could to help make the event a success.

What were the highlights of the event?

Without a shadow of a doubt, it was the staff at the EICC. Every team we worked with, from catering and security, to events and marketing, was fantastic and nothing was too much trouble.

Were there any challenges that the EICC helped you to overcome?

The sheer size of our mock-up train was a challenge in itself. Getting it into the building in the first place was a worry, but the EICC was very supportive and worked closely with our contractors to help us get the refurbished train in place in one piece.

Overall how did you find your experience at the EICC?

My experience of the EICC was excellent. I really couldn't have asked for anything more.

