

Providing cost effective IT solutions for businesses:

## CarFest

### Knowing our clients and their needs

Radio 2 DJ Chris Evans hosts two car festivals, called CarFest, as a means to raise money for BBC Children In Need, aimed at being family friendly and to bring all his favourite things together; cars, music and food.

In 2012, CarFest raised nearly £1 million for BBC Children In Need, and in 2013 the organisers aimed to raise £1.5m.

The organisers, Brand Events, wanted to provide improved facilities for exhibitors in 2013, including internet access that could also be used by the festivals visitors. Along with this, the organisers wanted to ensure that their staff at the event could keep in touch with suppliers at HQ.

Infinium IT approached the organisers, offering to set up a Wi-Fi network for visitors to the festival, the traders and event organisers.

### Tailoring an effective solution to a specific issue

Working hand-in-hand with event organisers, the team from Infinium worked around the clock to install networks at Carfest North, held at Oulton Park in Cheshire, and Carfest South at Laverstoke Park Farm in Hampshire, both of which were held in August.

Infinium had to provide Wi-Fi that was accessible over both sites, including the camping areas. As well as this, they were required to install and provide secure business Wi-Fi networks for the event organiser and companies trading at this years festivals.

The team also helped to establish a network for Brand Events, so they could continue their business operations while still focusing on delivering both events. The networks also had to deliver a reliable connection for traders at the event to run multiple devices, including tablets and EPOS systems.



### How we delivered—and continue to deliver

Infinium provided all the equipment, internet connectivity & installation and maintenance services, and also provided onsite support during the events. It also set up the appropriate authentication and payment systems, ensuring that a positive visitor experience was delivered.

The team from Infinium spent 17 days at both events, including build up and take down of the network. The team also provided onsite support for the exhibitors and retailers at the event, which ranged from independent retailers to blue chip brands including Mitsubishi, KIA, Crew Clothing and Ocado.

### Positive outcomes for CarFest and its customers

Staff and visitors to CarFest enjoyed secure WiFi networks for the duration of the event, helping to deliver a positive visitor experience.

#### **Neil Levene from Brand Events said:**

*“Working with Infinium at Carfest was a dream. The team were great, professional and of course knowledgeable. They understood our needs as a business and the importance of providing a service that would contribute to an excellent visitor experience. They really understood what was needed and delivered the service without fault.”*