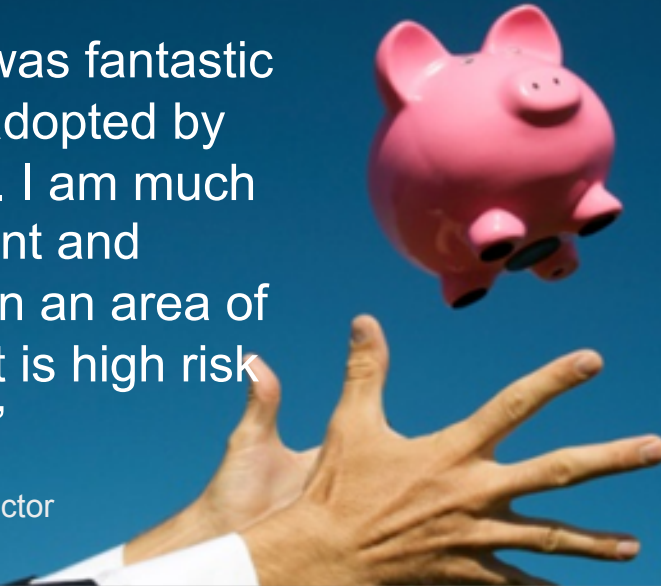


## Case Study



“The output was fantastic and quickly adopted by the business. I am much more confident and comfortable in an area of business that is high risk and litigious.”

Donna Trapnell, Director



## Communication through events

AXA employ thousands and work with significant numbers of partner businesses in the UK. Events are used for internal communication and business development. They also play a role in rewarding groups and individuals. AXA's investment in events means operating an in-house team and working with a raft of agencies to assist with implementation for the hundreds of events they plan every year.

[www.axa.co.uk](http://www.axa.co.uk)



### The brief

Operating within the insurance industry was proof enough for AXA to realise that just because the policies paperwork was in place did not mean that the rules were understood or followed. AXA wanted to ensure that any gaps found within the event planning process were plugged – and before an incident happened that could damage their reputation and brand.

### The appointment

Relevant Risk's appointment followed a meeting that outlined our knowledge of legislation. We also demonstrated our understanding of the procedures for event planning and the constraints often applied due to budget, time or personnel issues. With a proven event management track record we were able to provide the required assurances prior to contract.

## Assessing the knowledge

Working with Head of Events we developed an audit programme that included assessing an agreed range of events, employees, suppliers and processes. Individual department rules were evaluated in relation to event planning (HR, Procurement, Insurance, etc). Suppliers were appraised. Employee knowledge and know-how was measured. We also shadowed a number of live events and the event planning process from start to finish.

### Touchpoints:

- Ⓜ H&S policies
- Ⓜ Working time regulations
- Ⓜ Administration process
- Ⓜ Travel policies
- Ⓜ Incident reporting
- Ⓜ Communication policies
- Ⓜ Data protection
- Ⓜ Risk assessments
- Ⓜ Procurement process
- Ⓜ Disability discrimination
- Ⓜ Supplier management
- Ⓜ Insurance policies

### Sharing the experience

Achieving full co-operation from all involved was critical to the success of the audit. Relevant Risk established clear communication channels with AXA departments locally and nationally in order to clarify their specific needs, and then align them with the events teams needs.

We revised and amended our own process to better suit AXA's requirements. We provided regular updates on progress, and instant reports where immediate action was required due to imminent risk.



### The outcome

A detailed, itemised report with clear action points for the business to take forward, including:

- Ⓜ Recommendations for all departments to follow to diminish previous assumptions and improve on communication of existing policies.
- Ⓜ Notification plan to ensure high-risk events allow for legal, corporate and insurance input.
- Ⓜ New minimum requirements for events-related suppliers, aligned to the procurement process.
- Ⓜ Concise plan for event employees, improving on understanding their responsibilities and skills.

**“The Event Audit exercise exceeded expectations and has already changed perceptions and methodology. The exercise was thought provoking, productive, facilitated cost savings and surprisingly enjoyable.”** Patti Heaven, Head of Events, AXA Life