

# spotlight on nexus venue

Offering a valuable free service booking accommodation, meetings and conferences for busy organisations, nexus venue is a dynamic and customer-focused business. As the current sales material obscured the service's value within too much information, the company commissioned a new brochure.

## The challenge

The brochure would serve multiple purposes as a sales aid, leave-behind, and a handout at trade shows. Suitable as a reminder or introduction, the information had to be comprehensive yet concise. Although promoting a free service should be simple in theory, in practice, the communication needed to overcome scepticism.

Origin, the design agency, had created a character as part of the company's logo. While the brochure offered the opportunity to develop this brand property, the illustrations needed to support, and not distract from, the main message.

## The solution

- Focused on customer point of view with short benefit-led copy.
- Nurtured trust in free service through warm tone and everyday language.
- Supported messages through brand character by providing art direction for illustrator.



**characters**  
copywriting for business

## Relax. It's sorted.

It's great when someone else does all the hard work for you. And even better when it costs you nothing.

So, if you want to book accommodation, meetings or conferences, let us take it off your hands. That's not all. If you need assistance with arranging entertainment, team building exercises, or event management, we can help with this too.

With **nexus** venue, you receive an expert personal service you can always rely on. Which means arranging venues and events is now one less thing to worry about.

*"What a fantastic venue. Everything was just perfect: the room, lighting, heating, sound projection, team, food and seating. Wonderful!"*  
Sue, from a UK Healthcare company

One call is all it takes. **01793 739283.**



## Budgets. Make yours go further.

It's nice when your budget goes a little further than you expected. Using our service doesn't mean you'll end up paying more than you need to. Far from it.

To secure you the best rate available on the day, our advisors negotiate with venues as if it's their own cash. What's more, thanks to the strength of relationships built over twenty years, many venues are keen to help us make the most of your budget.

Now you can bag the best deal without the haggling. So, take a break and tell your colleagues how well you've done.

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