

NEWS RELEASE

TFI GROUP IS RECOGNISED BY INDUSTRY BODY EVENTIA, WITH AN AWARD IN PRODUCT LAUNCH CATEGORY

(London, November 30 2010): TFI Group, one of the UK's leading event management agencies, was recognised by its peers at a ceremony on Friday night at the Eventia International Awards 2010.

TFI Corporate – one of the Group's three specialist divisions - was awarded bronze for its work in the Best Product Launch category. This was for its work on Philips Consumer Lifestyle's annual event.

This year, the event was held in Barcelona over eight weeks and included 26 product rooms to showcase Philips' new launches.

William Jeavons, general manager of TFI Group, said: "We have been working with Philips on this event and its previous incarnations for nine years, and have seen huge changes in the scope and structure of the event.

"This award is an acknowledgement to the ongoing drive of our team, who deliver an experience for the three different target groups that are all serviced by this one event platform. Bottom line, the event must reproduce the way Philips interacts with its customers at all touch points.

"Our ability to keep focused on delivering top quality throughout the eight-week duration - plus set up and take down – is testament to the maturity and professionalism of our team. They see it as their role to manage the event turnkey in order to free up Philips' staff to focus on conducting business and building personal relationships with their customers."

A total of 5,037 people attended the event, which was a 44% increase on the original figures of 3,500 people. Of those that responded to a survey, 77 per cent gave the event a score of 9 – 10 out of 10, and 99 per cent of visitors said they would attend again.

The win comes at the end of a fruitful year for TFI Group: its Pharma division has just won two new major accounts - the Japanese pharmaceutical company Daiichi Sankyo Europe and an international biotechnology company – while TFI Meeting Point won the VisitBritain account.

The Eventia International Awards, held in association with Conference and Incentive Travel and Event magazines, honoured outstanding business-to-business and business-to-consumer events including corporate events, product launches, company exhibitions, presentations, hospitality, celebratory events, meetings and conferences of all sizes and formats.

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About TFI Corporate

Established in 1981, TFI Corporate is one of Europe's leading professional conference, incentive meetings and travel organisers. It specialises in the organisation and management of creative meeting and event solutions for customers across a wide range of industries around the world.

TFI Corporate is one of three specialist, yet integrated, channels alongside TFI Meeting Point and TFI Pharma that make up TFI Group.

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