

g'enero

The background of the image shows a crowd of people at what appears to be a concert or festival. Many of their hands are raised in the air, some with fingers spread, suggesting a moment of celebration or excitement. The entire scene is bathed in a green light, and a semi-transparent dot-matrix pattern is overlaid on the image, particularly concentrated on the left side and around the people's heads.

Inspire • Create • Deliver • Delight



live events



design



media



productions



experiences



social media management



environments

We are a vibrant creative agency serving to produce a smorgasbord of events.

Having established our place in the events industry with almost 20 years of creating innovative event experiences, we have evolved with technology and have built a strong, innovative team of skilled individuals while we were at it.

We're proud that each member of our team believes in our values: we never promise what we can't deliver; we are reliable and trustworthy; be creative and innovative; be clear in our communication; and have fun! Our values have given us a reputation to be proud of and have enabled us to maintain strong relationships with our local and international clients.



Genero can work with you on a vast range of projects, regardless of size, joining in at any stage of the process to help you achieve an event to be proud of.

00 about us

We deliver virtual, hybrid and live events to reach your audience across different platforms.

Live

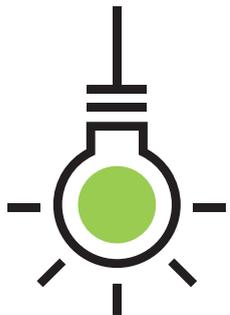
Live events are at the core of what we do. We offer all event services, with event production, our aim is to reduce your workload by creating stunning audio-visual solutions. We deliver event management, for any scale ensuring your audience remains at the centre. We understand the importance of event branding and will work with you to activate your brand at every stage.

Where can I go?

We work nationally and internationally, so are no strangers to taking your event abroad if needed.

What is it used for?

From awards ceremonies to exhibitions to product launches to open air festivals. We are open to all of your requests.



Virtual

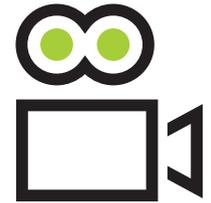
Online events are becoming an essential aspect of hosting an event; they hugely broaden audience reach by offering the option to access the event online if unable to attend in person.

Where can I go?

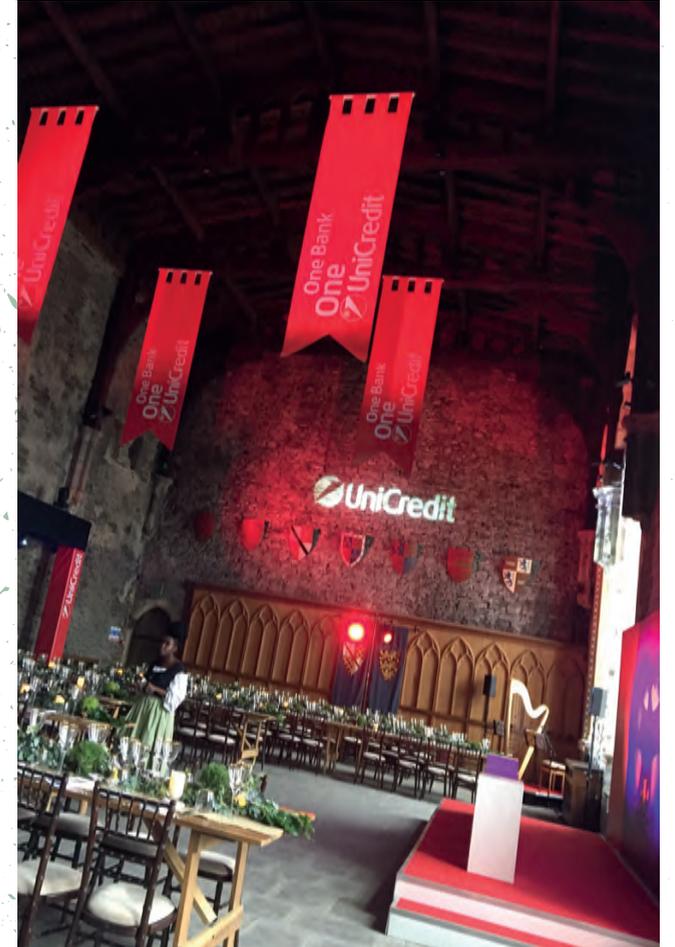
Virtual events can be streamed across the world. In terms of filming, we can come to you, we can help you discover the perfect venue, or you are welcome to come to us and utilise Studio G (see below).

What is it used for?

Virtual events are suited to any event you can dream up. We'll help you create your event environment by producing your set and stage, or creating bespoke video content using VR, 360 filming or even utilising a green screen studio.



01
live events



Hybrid events are any type of event which merges a live event with an online event.

The live event still includes a physical presentation aspect but is supported by virtual elements and attended by virtual delegates through online platforms.

What are the benefits?

Reusable content, a larger audience reach, no geographic constraints, cost effective, available across all social media platforms, builds a community and measurable audience engagement.

Where can I go?

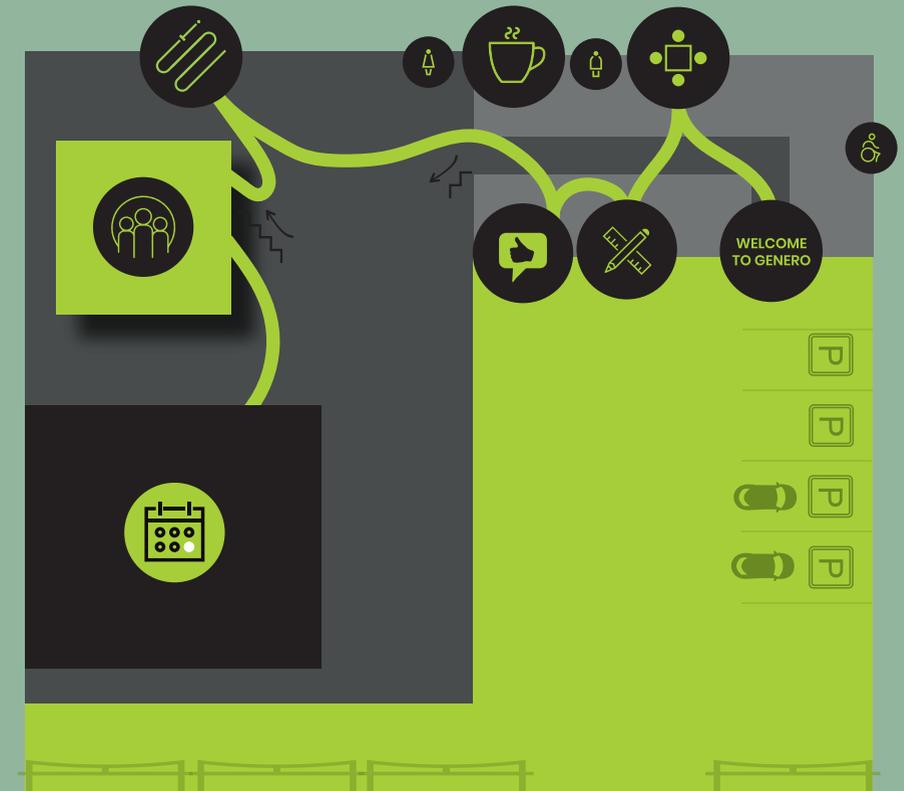
We can bring your event to you, we can help you source a venue, or you can come to us and use our full live event platform, named The Studio G Experience.

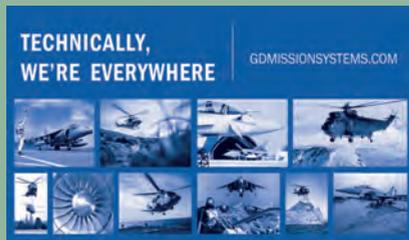
What is it used for?

Presentation training, sales pitches, teaching, conferences, hospitality and the capability to do a main conference and a small set to film break out rooms.

studio g

We have a full live event facility. Studio G allows you to utilise all of our services in one place. You can arrive at our offices; use our meeting room to brief your colleagues on your event plan, stop off in our design studio for help with your logo, event branding and presentation content; pop over to our social media management hub to plan live social media posts, visit our technical lab for tech support; then deliver your event from our event spaces and have peace of mind knowing all services are on hand throughout your event.





We understand that if you want to stand out, you have to get creative.

Great graphic design

We love creating graphics to be visually striking. Whether that be advertising and sales materials, social media content or an event backdrop, our graphic designers can create it all.

Brand creation, management and activation

Need a brand refresh or a complete redesign? We'll help to create a brand that will make you smile. We can design event specific identities to maximise your presence as a spin off from your brand.

Bespoke event design

We will create 3D visuals and animations of bespoke event design based on your brand. We've got some talented designers who are experienced in working with challenging venue infrastructure whose passion is to make your event come alive.

Content creation

We can work with you to develop the content for your event to make sure every element of your event is 100% you; never from stock, never the same.

From hosting podcasts to creating immersive virtual environments.

What's new?

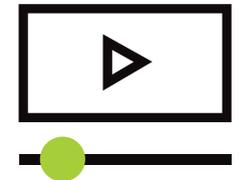
Our media team are all over the latest trends. Augmented Reality (AR), where digital elements are added onto a live video and Virtual Reality (VR), full immersion into a virtual environment, are combined with immersive 360 filming technology to create some pretty epic content.

So let's bring your vision to life. We have helped promote, train and inspire businesses of all sizes and sectors across the world. With past clients including Heineken, HSBC and Carphone Warehouse, we're proud to say our media services are among the best!

Take a look

- AVON TSA
- LT Scaffolding
- Penarth Summer Festival
- General Dynamics

All of our media services are part of our Studio G Experience, we would love to acquaint you with them.



VOICE OVERS

LIVE STREAMING

PODCASTS

AR AND VR

VIDEO PRODUCTION

360 FILMING

ANIMATION

EDITING

03
media

Our social media hub is a place where your online presence will be enhanced.

Our enthusiastic team of social media whizzes offer expertise in creating campaigns that can be implemented across all social media.

All singing, all dancing

We can create a killer campaign matched to all of your social media needs. You tell us what you want to achieve and we will set about working on a way to make it happen, we know how to use it to its greatest potential.

Testing, testing, 1, 2, 3

As part of our Studio G Experience, we can provide live updates across your social media while the event is happening, so you can reach more people and keep your followers updated in real time.

Tutorials to impress the kids with

We offer tuition classes on how to use social media to enhance your business. You can tailor your tuition to the areas you need support with, we would love to help!

Not just social media geeks

We also offer copywriting services, whether that be writing case studies for your website or creating intriguing email marketing campaigns. We love conjuring engaging copy for our clients!





Building better experiences and designing corporate hospitality.

Experiences is Genero's leading sports corporate hospitality brand. As a past British and Irish Lion, current rugby pundit and one half of Flats and Shanks, our director Tom Shanklin, knows a thing or two about the finest hospitality experiences.

We don't just create your events, we design our own concepts too! We host corporate events from Dubai Rugby 7s to golfing events, hosted at first-class locations.

We produce our own signature corporate hospitality event, the Locker Room, in association with the Cardiff Blues. The Locker Room is bespoke hospitality rugby matches paired with exquisite food and prime entertainment. Previous guests include Shane Williams, Thomas Castaignede, Mike Tindall, Andy Nicol, Justin Marshall and Michael Lynagh.

Corporate hospitality is a passion of ours, we thrive on producing exclusive events that celebrate sport and generate unforgettable memories.

05 experiences



We create innovative audio visual solutions to enhance your event and captivate your audience.

We will work with you as an extension of your team, to develop your ideas and event identity to ensure your key messages, and brand activations are at the forefront of your production

Trust us

Our staff have extensive experience in industry, ranging from Technicians who have worked stages at Glastonbury, Event Managers involved in NATO Summits and Ryder Cups, to Carpenters and Electricians who can say that there's not many venues they haven't worked in! National or international, we will help you find and create the perfect setting for your event.

It's All in the Detail

From generating a proposal to planning rig logistics, our technicians and project managers will achieve an event experience of the highest quality.

Building your bespoke environment.

Exhibitions

We work nationally and internationally, having delivered exhibition stands for clients in the financial sector, the automotive industry as well as interactive charity installations just to name a few! From London to Barcelona, shell scheme to immersive experience, we can create it all.

The Main Event

The team assigned to your job will ensure a smooth process throughout. Once build and installation are complete, you will join us onsite for a snagging visit and a final sign off meeting for official hand over of your environment.

Become a Proud Parent

Witness your stand grow from a 3D design into a fully-fledged exhibition stand, ready to take on your chosen event.

Bespoke Stand Design

We can dress your shell-scheme, create your 'space-only' free build or hybrid options, offering sustainable and cost-effective solutions. You will be provided with 3D visuals, illustrations and floorplans, allowing for a seamless design process.



Set And Stage

We take your vision and turn it into a reality. We work through each stage of the design in order to deliver a perfect set.

The Proof is in the Pudding

Our designers work very closely with the stage and set construction team; nurturing the drawings through to the build. We have an extensive proofing process to ensure that you are pleased with the final details. Always on budget, always on time.

The Main Event

The Production Manager, Set Builders and AV Technicians assigned to your job will ensure a smooth process throughout. We have the ability to store your set and stage environment before and after the event, if needed.

Stress-Free Delivery

Capable of taking your stand anywhere; the delivery process is planned out, with all aspects signed off with you and exhibition organisers before departure.



Get in touch

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Come and see us

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