



WOODCOTE
EVENTS



We specialise in manufacturer model launches, press rides, dealer immersions, consumer events, exhibitions, and conference management.



Our experience

We are accomplished in delivering premium, memorable automotive experiences that get results.

With over 15 years global event management experience for one of the UK's leading motorcycle manufacturers, we have an exceptional understanding of the industry and its consumers.



Delivering world-class events

Our unrivalled skills and knowledge of international event planning and delivery provides our clients with a premium, world-class solution, putting their product and brand in front of the right target audience.

We also know how to take care of the world's industry press and dealers. We have built up a strong reputation for delivering memorable press and immersion events that succeed their expectations.

We take care of everything

- Location & venue selection
- Route planning
- Accommodation selection
- Vehicle logistics
- Flights & transfers
- Full photography & videography package
- Exhibition stand design & production
- Access to professional riders from the world of motorcycle racing
- Access to music and popular culture celebrities and industry influencers
- Health & safety, inc. risk assessments
- Budget management
- On-site day-to-day management of the event





Building relationships

We have worked with some of the best industry experts when it comes to delivering a first-class event. We have made strong connections through creativity, hard work, respect, and loyalty.

Our phone book is full of skilled and brilliant minds, allowing us to be flexible in bringing together a powerful team, when it is required.



To guarantee further reach and audience engagement, we can call upon stars from the world of motorcycle racing, as well as influencers and famous faces from the world of music and popular culture.

You will be in safe hands



We are masters of solving problems and creating solutions to any challenges that face us, with a proven record of being flexible and agile in a changeable environment. For example, we have delivered several COVID-safe events in the past 18 months.

Our dedicated team



You will work directly with our senior team who have all worked within a client role, so we fully appreciate what you want, what you need and how to achieve it.

Building relationships and trust is at the heart of what we do. You will receive full attention from our core team, with the ability to bring in our wider collective team, depending on your requirements.

ABOUT US



GARETH BRIGHT
EVENT MANAGER

Former Global Event Manager for Triumph Motorcycles, Gareth has spent years hosting motorcycle events for press, dealers and consumers, across the world. His ability to understand the product allows him to develop and manage the perfect event, to demonstrate any bike at its best.



JO ARTHERTON
BRAND SPECIALIST

Jo has over 20 years experience in marketing award winning brands and experiences. With a firm understanding of brand strategy, she will ensure that all events deliver the key messages and maximise your investment, with the greatest impact.



SOPHIA FERGUSSON
EVENT SUPPORT

Having spent over 20 years leading a global events team, Sophia prides herself on the attention to detail and leaving guests in wonder at the events she creates. Her ability to manage events puts her at the top of her game.



SOPHIA BURKE
LEAD PRODUCER

Sophia has over 10 years experience producing video and photography content for international events across the world. She is trusted by some of the biggest clients in the business, such as Triumph, Porsche, Bentley and Mazda.



CHIPPY WOOD
PHOTOGRAPHER

David 'Chippy' Wood has covered the World Superbike Championship to present day, MotoGP from 2003 to 2014 and Red Bull Motor Sports for leading motorcycle sports agency Gold & Goose, as well as working for all the motorcycling titles at Bauer Media.

ABOUT US



ARAN LAMOND
*SELF-SHOOTING
DIRECTOR*

Aran has over 10 years experience creating content for a multitude of automotive brands including Triumph, Porsche, Nissan, and Jeep. He has an effective way of working where timing and speed are critical in capturing one-off moments.



DAN LINFOOT
PROFESSIONAL RIDER

A current BSB and FIM World Endurance racer, Dan has spent many years supporting motorcycle manufacturers on press rides. He is highly competent in working with photography and video producers to create inspiring riding footage for B Roll.



GARY JOHNSON
PROFESSIONAL RIDER

A 2 x Isle of Man TT champion, Gary is a firm favourite with the global press. He is an experienced lead and tail rider for press rides and his personality and stories will bring an extra dose of motorcycle racing 'celebrity' to your event.



JOE AKROYD
PROFESSIONAL RIDER

A current Isle of Man TT racer, Joe has built up a fantastic rapport with the global motorcycle press over recent years and is a highly experienced lead and tail rider. His personable attitude makes delegates feel safe and entertained when they ride with him.



BILLY MCCONNELL
PROFESSIONAL RIDER

Billy has extensive knowledge as a lead test and development rider. He has worked on numerous press and dealer events as a lead and tail rider. Billy is another firm and trusted favourite with the UK and EU press.



We know what you need and how to achieve it but... don't just take our word for it....



“Gareth has a great ability to understand what the attendees are looking for. He has selected some of the best accommodation, routes and destinations I’ve ridden a motorcycle in. The professional, highly skilled team of riders he has at his disposal adds something extra to the events, whilst adding an extra level of safety and security.

The organisation of the whole event is at the highest level and is, without question, a premium experience.”

Adam ‘Chad’ Childs
Freelance motorcycle journalist



“Triumph launches have always been up there among the best for me, simply because they offer everything I need to get the job done...and fast. That’s all down to Gareth and his team. Logistics are perfectly arranged, technical info is readily available and pictures and video are delivered quickly. The riding days, on some of the best roads in southern Europe, are well judged and paced with enough time on to properly assess the bike.”

Michael Neeves
Chief road tester





SuperBike

“Gareth has produced some of the most fluid press launch experiences out there, nothing is left out. What impresses me more than anything else is the dedication and relationships he has with his team. The same smiling faces welcome us time after time, which tells me that behind the scenes, Gareth works as hard as he does when he’s front of house. If you’re going to trust someone you don’t know to look after you, your bike and your kit on a foreign trip, trust that he’s the right man for the job.”

John Hogan
Editor and road tester

ULTIMATE MOTORCYCLING

"Organizing global press rides in the motorcycle industry is no small feat. It takes meticulous planning, a dedicated team of professionals, and attention to detail that will not only result in an amazing experience for participants, but excellent content and high levels of safety."

Working with Gareth and his crew has always delivered on those crucial points, ensuring that the job is done right from start to finish."

Nic De Sena
Senior Editor





"I've attended dozens of events in the UK, Europe and North Africa, that have been organised, planned and managed by Gareth.

Each one has been implemented in a professional and friendly manner and, from a journalistic point of view, I've never left one of his launches feeling that the location, roads, hotel, pictures, or video could have been improved."

Simon 'Toad' Hancocks
Manager & road tester



Examples of our work

BSA Gold Star Press Ride July 2022

- Venue: Millbrook Proving Ground
- Attended: 20 UK press and key influencers
- Budget: £50,000
- Length: 1 day
- Main specifics: venue, accommodation, F&B, riding schedule, AV, photography and video, H&S, delegate invites

Examples of our work

Global Conference 2015 & 2018

- Venue: London Excel
- Attended: 1,400 / 1,500
- Length: 4 days
- Budget: £2.1m
- Main specifics: opening & closing plenary, gala dinner, expo, retail, delegate and crew accommodation, F&B, product and people logistics, breakout session, entertainment
- Return on investment: £35m in product pre-orders





Examples of our work

Reveal Events

- Venues: Printworks London, London Excel, Design Museum London, Triumph Factory,
- Budget: £200,000 to £500,000

Watch the videos below:

Triumph Bobber Launch Film

Scrambler Launch Film

James Bond & Tiger 900 Launch Film

Examples of our work

Triumph Live 2014: Festival

- Venue: Gaydon Motor Museum
- Attended: 8,500
- Length: 2 days
- Budget: £600,000

Watch the video below:

Triumph Live 2014 Film





Examples of our work

Press Ride Events

- Venues: USA, Africa & European
- Budget: £125,000 to £300,000

Watch the videos below:

Triumph Tiger 900 - Morocco 2021

Rocket 111 - Tenerife 2020

Journalist Video Review



We look forward to
hearing about your future
event plans.



Call us

0330 1743 490

Email us

gareth@woodcote-events.com

Website

www.woodcote-events.com