



WOODCOTE
EVENTS

PREMIUM MOTORCYCLE EXPERIENCES



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 motorcycle 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 motorcycle press and dealers. We have built up a strong reputation for delivering memorable press rides and immersion events that succeed their expectations.

We take care of everything

- Location & venue selection
- Route planning
- Accommodation selection
- Motorcycle 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.



Gareth Bright

Previously the Global Event Manager for Triumph Motorcycles, Gareth created Woodcote Events to give motorcyclists a reason to ride their bikes. He 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

Jo has over 20 years experience in marketing award winning brands and experiences, both on client and agency side. She specialises in playing the role of brand guardian; protecting and understanding your brand strategy, to ensure that all events deliver the key messages and maximise your investment, with the greatest impact.



Sophia Fergusson

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.



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



CHAD 76 MEDIA
INTERNATIONAL MOTORSPORT JOURNALIST

“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**



We look forward to
hearing about your future
event plans.



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