

Case Study — Delivering High-Quality Events - In-Person and online

Challenge

The coronavirus pandemic changed the nature of events. Audiences were suddenly much more willing to engage online - and remain keen to do so, in the right circumstances. Not all events have returned to being in-person - but in many cases, they have.

PA Cooperative understands that both in-person and online events have a big part to play in sharing important messages. It helped forestry and wood body Confor to ramp up its event offering significantly to connect with members and the wider industry during Covid-19 and beyond. It then supported Confor and other clients - from forestry, legal affairs, technology and healthcare - to engage with political and industry stakeholders with high-quality events in Edinburgh and at Westminster.

Solution

PA Cooperative realised online events had to be well-organised and smoothly-run, on a reliable platform - and had the skill set to deliver. Neil Cuthbert of PA Cooperative ensured the technical and logistical aspects were high-quality, while ensuring that policy objectives were identified and reflected on the agenda. He and colleague David Lee, a highly-experienced event host, ensured all participants were well-briefed and that the event delivered quality content and ran with a good pace, to retain the interest of an easily-distracted online audience. Neil and David then picked up the post-pandemic baton to work with Confor and a wide range of other clients to deliver in-person events, often at Westminster.

Result

Clients gained measurable benefits in terms of greater engagement and demonstrable impact through both online and in-person events - and keep coming back to PA Cooperative to organise more events for them.

Impact

PA Cooperative is the go-to business for organising high-quality and impactful short events at Westminster. Event clients include Confor, The National Robotarium, the Advanced Well-Being Research Centre, legal firm Brodies, and Scottish Woodlands Ltd. PA Cooperative was also engaged by Brodies and Confor to organise a forestry event in Scotland in late 2025, which resulted in a packed room and very satisfied clients.

"PA Cooperative has organised and hosted two events at the Houses of Parliament for clients of Hot Tin Roof - one on robotics and the other on wellbeing and physical health. On both occasions, their pre-planning and research was meticulous and Neil and David understood and shaped the topics under discussion. All participants had their say while ensuring the discussions maintained momentum - always with a focus on what needed to happen next at a political level. I would very happily recommend PA Cooperative for their high-quality event work."

Steven Herd
Account Director, Hot Tin Roof PR