



*"I would not hesitate to recommend Ark-H to other contacts and suppliers and look forward to working with Ark-H again in the future."*

Daniela Baker, Events Executive, ACCA

## Background

Established in 1904, the Association of Chartered Certified Accountants (ACCA) was originally known as the London Association of Accountants. Since then, it has been through many guises until, in 1996, it became ACCA as we know it today. With over 296,000 students and 115,000 members in 170 countries ACCA is the largest and fastest-growing global accountancy body in the world.

ACCA's biggest and most important project last year was the World Congress of Accountants event which took place in Istanbul. It was imperative that ACCA portrayed a professional image throughout the event and the exhibition stand gift of a 'filofax' was no exception.

A 'filofax' is often associated with being efficient and organised, so when ACCA required the collation and distribution of 4,000 filofaxes in just four days, we were delighted to be given the opportunity to rise to the challenge.

## The Brief

The project brief from ACCA was clear, concise and provided a comprehensive overview of their fulfilment requirements. The original brief stated that all items would be delivered to Ark-H allowing for a two week fulfilment time.

## The Activity

Despite knowing about the project for some months, there were unforeseen complications in the production of various components that were going to be inserted into the filofax. Delivery to Ark-H was re-scheduled twice leaving only four days to complete the job and get the filofaxes to Turkey in time.

Ark-H received a quantity of 4,000 filofax covers and ACCA carrier bags plus the same quantity of each separate component to be inserted into the filofaxes including pens, various inserts and additional pages.

A single collation involved placing one set of inserts into the filofax, slotting all additional pages into their correct position, placing a pen into the holder, closing and finally placing the finished filofax into an ACCA carrier bag.

The deadline was met, with 4,000 filofaxes arriving in time for distribution to the event attendees.

## The Results

"The exhibition stand gift was pivotal in portraying our professional image and it was a smart move to have the materials pre-packaged and boxed prior to the event since it enabled our staff to concentrate on the attendees rather than having to collate the filofaxes on the spot," said Daniela Baker, Events Executive at ACCA. The ACCA bags and filofaxes turned out to be extremely popular with the attendees with over 1,000 handed out during just one coffee break!

ACCA continued, "We were very impressed with the quality of the work and the high levels of customer service provided by Ark-H throughout the whole process from the time the initial quote was requested to when the finished product arrived in Turkey. The service we received was second to none."

For further information on the ACCA please visit [www.accaglobal.com](http://www.accaglobal.com)

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