



Cereals Event 2008 –  
**“The Cereals Experience”**  
By [Katie Fluen](#)

Spring is in the air, you are all busy planting, spraying and budgeting for the coming year ahead. Looking forward to the kind of shopping trip only a farmer can enjoy...**Cereals**.



Cereals - the arable event of the season attracting companies from around the globe. Attracting over 20,000 visitors in just two days. For 1 in 4, Cereals is the only arable event they attend in a year.

Hi, My name is Katie Fluen. My job is Sales and Marketing co-ordinator at Centaur Grain. I have worked for Centaur for nearly 6 years.

Most of you would think the busiest time of year is harvest. Not for me. I have just finished possibly the busiest few months I have ever had whilst working here. Why? I organise the Centaur stand at Cereals.

All that work, then the whirlwind of Cereals descends and like a flash it's all over in just two days.

**So why do we do it?**

To make everyone feel part of the team. Do you realise Cereals is one of the few occasions when we have a number of our members under the same roof at the same time in the same place? This year we saw a record number of visitors.

We also use Cereals as an opportunity to get to know YOU, to find out about you, your families and your business. This way we can put what we learn at Cereals to use in our everyday jobs.

This year we also concentrated on trying to attract new members. We attracted around **50** warm prospects. We are now working hard to show them the benefits Centaur can offer.

## **What value do you get from coming to Cereals?**

You may come along to research the purchase of a specific piece of machinery or find the latest technology in spraying, but did you visit your grain marketing company and research how they could maximise your returns for the following year?

Developing that personal relationship with your grain marketing company helps to confirm your trust in Centaur and its team of people working on your behalf.

## **So how did we get on?**

In our opinion Cereals was a success and we managed to achieve most of the objectives we set ourselves, but there are still a few improvements we can make.

Here's a quick run down of what you consumed on the Centaur stand.....

- 60 Pints of milk
- 352 Pints of Lager
- 228 Pints of Real Ale
- 10 Bottles of wine
- 168 Litres of soft drinks
- 1000 Rolls
- Over 400 packs of biscuits
- .And lots and lots of bacon and beef

## **How did we put together your “Cereals Experience”?**

Set Up -10<sup>th</sup> June.

I find the day of setting up Cereals a little unsettling. I make and read list after list making, sure I have everything, everything has been booked and everyone knows where to go and what to do. The law of averages always means something will be forgotten and sure enough this year was no different, we forgot spoons! I figured if that was all I had forgotten I wasn't doing too badly.



Day one – 11<sup>th</sup> June

This year we were located near the entrance which meant a lot of visitors very early. If I'm honest the day whizzed by with a bit of a blur. We were busy meeting and greeting members and prospects. I left for home about 5 pm. This may be the end of my Cereals event, but the work was far from over...

After... 12<sup>th</sup> and 13<sup>th</sup> June

12<sup>th</sup> - I may be home but work never stops. After just an hour back in the office, I had already arranged hotel rooms for next year and booked the stand!

13<sup>th</sup> – Everyone got back late last night so the van had to be unloaded and everything checked off and put back in its rightful place. 3 hours later and everything was away.

There is still loads of work to do in evaluating the event and gathering suggestions ready for next year. Before I know it, I will be booking the marquee for 2009!

**Thank You.**

There are a few thanks I would like to say.....

**Ken Hamblin:** Thanks to Ken for the Centaur Lorry which proved great advertising in the car park. We were all very impressed at how well presented the lorry was.

**Warburtons:** Thanks to Warburtons especially Angie and Martyn for organising the rolls and their delivery.

**Adrian and Anita from LN One bars:** Big thanks to Adrian and Anita and their team. The first time we have had a professional bar. It proved to be a big hit, so much so, we ran out of beer after the first day!! Well done Adrian for organising more reserves for the 2<sup>ND</sup> day.

**Wells Marquees:** Thanks to Mr Wells and team for a well presented and bright marquee.

**Keith Beever:** Once again fantastic food, enjoyed by all.

**Lastly I'd like to say thanks to all the Centaur Team. You all worked extremely hard and without you the event would have not been the success it was.**

I have already started organising for next year. In 2009 we will be back at Vine Farm in Royston on the 10<sup>th</sup> and 11<sup>th</sup> June. Make a note in your diary.

*Looking forward to seeing you next year.*

Katie