



Case study: Falcon Contract Flooring

From humble beginnings in 1984, Falcon Contract Flooring now work with major hotel chains, restaurants, retirement homes and hospitals across the UK.

Falcon have recently been named one of the top 20 businesses in the fast 50 Growth Magazine. Starting as two men in a van, they now operate with over 100 installers nationwide; and have recently purchased a new warehouse spanning 30,000 square feet.

Specialising (but not limited to) in hospitality, Falcon have built great partnerships with well-known brands and are the contractor of choice, for brands such as Travelodge, Whitbread, Holiday Inn and Marriott. They offer a reactive and maintenance service, offering work completions with 24-hour SLA's – understanding the importance of getting rooms back online for hotel revenue.



We had the pleasure of speaking with Elliot Garbett, Managing Director at Falcon Contract Flooring about his experience of Atom Business Events.

Falcon have been huge supporters of our events and have participated in both our Facilities Management & Fit-out, Construction & Design (formerly known as HRD) events.

Reflecting on the past 7 years Elliot said “we have attended 16 Atom Events now, which is crazy to think! So much has changed over the years; both for the event and for us as a business. It has been a delight to be a part of it all. We have made great relationships with all involved and are already looking forward to the next event”.

For Elliot, the format of the events work well, with guaranteed meetings as well as opportunities for less formal networking: “the events have proven time and time again to be a successful method of finding new clientele”.

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“From the information given to us before the day, to the people we are organised to meet, to the scheduling and organisation of the meetings themselves; the format of the whole event is spot on. Atom understands our business, they know who we want to speak to and the way we can meet those people”

Falcon can attribute over £350,000 from new custom made at Atom Events.

“Another great thing about these events is that it’s very straightforward to track the return on your investment” said Elliot.

“Often with exhibitions, it can be difficult to attribute results or measure their success. That’s not an issue with Atom Business Events”.

In fact Falcon can attribute over £350,000 from new custom made at Atom Events.

From the outset Elliot has been impressed with the calibre of attendees commenting “I am always pleased with the variety of attendees, not only a large quantity, but quality people and businesses - we simply wouldn’t return 16 times if this was not the case!”

“We have made some great relationship foundations with some of our best clients from these events. As Managing Director, I must allocate my time wisely, but I am always confident that attending these events will be beneficial and worth it”.

Falcon Contract flooring have just returned from our 10th Facilities Management event and are very much looking forward to attending Atom Fit-out, Construction & Design in October!

With thanks to Elliot Garbett and Falcon Contract Flooring. If you would like to be featured in an Atom case study then please contact us on enquiries@atombusinessevents.com.