

NIQ

India Advisory Board 2026

Tech & Durables

EVENT REPORT



NIQ India Advisory Board 2026

ObserveNow supported NIQ with a specialised operations-only mandate for its India Advisory Board 2026. The assignment focused on preparing a professional, brand-aligned environment so the NIQ team could concentrate on the discussion and its participants.

CLIENT - NIQ

EVENT - India Advisory Board 2026

ROLE - Operations Support Partner

FORMAT - Advisory Board Meeting

The Requirement

NIQ required a dependable operations partner to translate its venue, branding and attendee requirements into a coordinated physical event experience. The priority was accuracy, consistency and complete readiness before participant arrival.

Scope of Operations Support

- Venue and floor-plan coordination for efficient use of the meeting space
- Boardroom-style meeting-hall setup and seating configuration
- Production coordination for standees, backdrop and screen integration
- Personalised name badges, branded lanyards and participant tent cards
- Pre-event setup checks, venue coordination and on-ground troubleshooting

Operations Planning & Event Assets

Branded backdrop and screen area



Registration standee



How the Setup Came Together



Outcome

ObserveNow delivered a structured and professionally prepared environment with consistent NIQ branding across the meeting space and attendee touchpoints. By managing the operational details, the team reduced execution pressure on the client and enabled NIQ to remain focused on the advisory board conversation.