Event Management Services
BRINGING PEOPLE, BUSINESSES, MARKETS AND IDEAS TOGETHER

Revolution are specialists in designing and producing successful business events expertly managed from start to finish

www.revolution-events.com
Every event is different and every client has their own objectives and individual requirements. Whether it’s a breakfast briefing for ten potential customers, a two-day conference for 200 delegates or a high-level Gala Dinner Awards ceremony for 700 guests, our in-house expertise means we can deliver an excellent event whatever your budget.

Many clients require a full outsourced service – from formulating the scope of the event and recommending a venue, to managing the event on-site and conducting delegate research afterwards. While other clients may want to help only with specific aspects, such as venue sourcing or registration. No matter how much or how little you would like us to take off your shoulders, we can tailor a package to suit your specific requirements using our dedicated in-house team.

As a commercial event organiser in our own right (through our ‘own-brand’ events), we also have a specific expertise in securing sponsorship and partner support, resulting in a unique capability to deliver high-quality events whilst working within tight budget constraints, generating additional revenues, managing risk and controlling costs very closely.

Event Management Services include:

**Venue Sourcing & Negotiation** – we have a comprehensive knowledge of venues in the UK and Europe and are able to negotiate the best possible rates, keeping your base costs to a minimum.

**Accommodation Sourcing** – we can offer you a range of preferential hotel rates at venues across the UK and Europe, including online and telephone booking mechanisms.

**Agenda / Programme Development** – we have extensive experience of putting together engaging conference programmes that fit your specific communication objectives, encouraging delegate attendance and aiming to exceed audience expectations on the day.

**Speaker Co-ordination & Management** – we can recommend the best speakers for your event and manage their participation, from securing a date, agreeing fees, conducting pre-event briefings and ensuring smooth-running logistics on the day.

**Sponsor / Exhibitor Sales & Customer Care** – as a commercial event organiser in our own right, we have a proven ability to involve your partners and other third parties in your events, generating additional income by designing and selling sponsorship packages that provide real business value.

**Audio-Visual & Set Production** – we work with specialist AV / production companies to deliver innovative solutions that fit your budget, reinforcing your brand and key messages while maximising the ‘Wow-factor’ for delegates.

**Registration, Delegate Payments & Badging** – we provide a wide range of cost-effective pre-event registration and badging solutions that maximise conversion from pre-registrations to actual attendees on the day, including processing delegate fees (if applicable) and pre-booking individual delegate agendas for the day.

**Delegate Marketing, Advertising, Website and Brochure Production** – our in-house marketing team are experienced at generating a targeted audience and making sure the event proposition matches the audience needs. Clients also benefit from access to our own extensive in-house database of exclusive ‘event-goers’.

**Post-event Surveys & Analysis** – it is vital to know if your event has met its objectives, so that you can assess its effectiveness and plan for the future. On-site feedback forms and post-event surveys are all part of the service we provide.

**Specialist Sectors:**
- Fast-moving high-tech
- Government agencies
- Professional markets
- Trade associations

Contact: Nick Litton | nick@revolution-events.com | Tel: 01892 820930

Founded in March 1999, Revolution Events Ltd is a specialist organiser of business-to-business events, including conferences, award ceremonies, seminars, workshops, roadshows, roundtables and exhibitions for the public, commercial and third sectors.

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Project:  
Front Office Shared Services Workshops & Conference (FOSS)

- Park Plaza Victoria Hotel, London
- 200 paying delegates
- 25 paying exhibitors

Client:  
Improvement & Development Agency (IDeA)

Objective:  
To showcase thought-leadership and best practice around the use of shared services in local authorities, providing an opportunity for local authorities and NHS Trusts to share experiences and discuss examples of successful partnership working.

Our Brief:  
Our brief was to organise a two-day conference on behalf of the IDeA around the theme of local authorities and their public sector partners working together to provide better public services service for citizens, including a high proportion of smaller group workshops. Revolution also sold exhibitor and sponsorship packages totalling over £90,000 of revenue to help subsidise the costs of the event.

Results:  
FOSS was a very successful two-day event comprising a wide range of keynotes, plenary sessions, debates and 14 focused workshops. Through an innovative ‘speed briefing’ process on the first morning, delegates had a chance to hear short summaries of the content from nearly all the workshops, generating very positive feedback about the overall scope of the event and the relevance of the sessions they went on to attend.

An impressive 92% of delegates rated the conference ‘Good’ or ‘Excellent’ in terms of content and organisation. Exhibitors had an excellent event and reported high levels of interest in services they provide. For all participants, the event delivered many practical benefits – important factors for any event partially funded by the taxpayer.

For this event, Revolution Events provided a turnkey conference, sales & event management service; with full responsibility for every aspect of the event from venue search & selection, programme content, exhibitor/sponsor sales, delegate marketing & registration, logistics and post-event feedback.

DELEGATE TESTIMONIAL

“A great success! Intellectual stimulus away from day-to-day pressures.”

IT Director, Kingston Hospital NHS Trust

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**Case Study**  Major Customer & Partner Conference

**Project:**
Sage Connections: Conference & Exhibition (with Gala Dinner)
- Manchester International Convention Centre
- 1500 Delegates
- 60 Exhibitors
- 15 concurrent conference streams

**Client:**
Sage Software

**Background:**
Sage Software is the UK’s largest software company and the only technology company in the FTSE 100. Revolution have organised Sage’s business partner event since 1999, plus a number of similar events for the Sage Accountants’ Club and Sage customers.

**Objective:**
The objective of Sage Connections was quite literally to ‘connect’ with the different Sage audiences and target markets. The event was also designed to act as a platform for the first public airing of the new worldwide Sage brand and identity.

**Our Brief:**
In the twelve months prior to Sage Connections, Revolution had organised no less than six different business partner and customer events for Sage. The brief for Connections was to bring these disparate audiences together to create a single event that would maximise return on investment and capitalise on potential synergies.

**Results:**
Our solution was to create a three day event in one venue, addressing the needs and demands of all the different stakeholders involved.

The event was a huge success for Sage, both internally for cementing the new team structures, and externally – with business partners and customers both rating Connections as an excellent event. Over 1,500 customers and accountants attended, together with 600 business partners. Delegate feedback was especially complimentary about the new format comprising three information-packed days of keynote sessions, seminars, workshops, ask-the-expert clinics and one-on-one sessions, combined with a structured networking environment and extensive exhibition and demonstration areas.

Sponsorship and exhibition stands generated £240,000 of additional income, offsetting a major proportion of the overall costs. Exhibitors had an excellent event and reported high levels of interest in the products on offer – so for all event stakeholders, the event was a great success.

**TESTIMONIAL**

“Sage Connections is the Sage business partner highpoint of the year. It has to be an outstanding event and Revolution delivers again on all counts - working against very tight deadlines.”

Anna Cook, Marketing Manager, Sage Software

Contact: Nick Litton | nick@revolution-events.com | Tel: 01892 820930
**Project:**
Hays Recruitment
Roundtable Programme
- One Great George Street
- 12-16 guests

**Client:**
Hays Recruitment

**Objective:**
The objective was to create a series of highly focused ‘roundtable’ events for senior executives within specific areas of the public sector, in order to raise Hays’ profile within government and drive new business opportunities.

**Our Brief:**
The brief was to organise an annual programme of roundtable events, designed to build relationships, generate sales leads and position Hays as thought-leaders on strategic workforce issues. The target audience for these events was ‘recruitment decision-makers’ within central government, local authorities and the NHS, together with key influencers and policy-makers such as Chief Executives, Permanent Secretaries, service heads, politicians and Elected Members.

**Results:**
Revolution created a unique brand for the round-tables (Workforce Futures) and organised a pilot event in November 2009 to test the concept before launching the full programme for 2010. Taking place at the prestigious One Great George Street near Westminster, the pilot was a resounding success, with fourteen attendees from a range of central government departments (against a target of twelve) and all participants staying for both the morning meeting and a sit-down lunch. For this programme, Revolution are providing a turnkey solution for Hays, managing all aspects of the events – including event development, delegate marketing, audio-visual and logistics.

**Testimonial**
“The choice of venue and mix of guests was perfect. The best event I have been to this year.”

HR Director
Project:
Lloyds Vantage Customer Acquisition Roadshows

- 3 Regional venues
- 200 Delegates

Client:
Lloyds TSB / Vantage

Objective:
Following the acquisition of Best Value Procurement Ltd by Lloyds TSB, Revolution Events were briefed to create a series of roadshow events to launch a re-branded procurement offering called Vantage to new and existing Lloyds TSB customers.

Our Brief:
The objective of the roadshow was to attract around 200 senior business executives to engage with Lloyds TSB over a series of three events across the UK. The Vantage sales team were then targeted with converting 15% of these delegates into specific follow-up meetings. For PR reasons, the name of the new service had to remain secret during the build-up to the events and was only revealed to the public on the day of the first event.

Results:
To increase the delegate appeal of the events, Revolution selected three unusual venues and introduced a special prize draw to win a weekend’s test drive in an Aston Martin DB7 Vantage (awarded to one delegate at each event).

- The Historic Armouries in Leeds
- The National Motorcycle Museum in Birmingham
- The Dali Universe on the South Bank in London

Revolution were responsible for all elements of the events, including the initial concept & scheduling, programme design, budgeting, delegate marketing & registration, audio visual production, contractor sourcing & management and on-site logistics.

All three events were a resounding success, attracting 201 delegates over the three locations, and more than doubling the proportion of these that agreed to follow-up meetings (63 delegates = 31% conversion). The launch also attracted considerable amount of press coverage, with seven journalists attending the final event in the series (in London).

TESTIMONIAL
“The feedback from our staff was very positive, both in terms of the organisation of the event itself and the quality of the enquiries we received. Well done Revolution!“

Malcolm Rosier, Lloyds TSB Vantage
Project: Beacon Awards Ceremony & Gala Dinner 2008–2010

Client: Department of Communities and Local Government (CLG)

Objective:
To position the Beacon Scheme as unique amongst local government accolades and to raise the profile of the Beacon Awards with UK local authorities, ministers and the wider community.

- 750 Dinner Guests
- 12 Themes
- 45 Individual and Group Awards – including video and live TV
- 10 Government Ministers speaking and presenting awards
- Over 70 Local Authorities receiving awards
- £172,000 Sponsorship revenue from 17 sponsors

Our Brief:
Revolution's brief was to re-invent the Beacon Awards as a high-profile ‘Oscar-style’ ceremony, after seven years as a low-key lunchtime event. To fund this transformation, we were also required to generate sponsorship and delegate revenues to supplement the Department's own budget, which needed to remain static. The contract for the project was awarded through a robust bidding process that selected Revolution as lead event partner, due largely to a 3-year track record running events for the local e-gov programme.

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Top left - Martyn Lewis, awards host. Bottom left - Harriet Harman and Parmjit Danda with Beacon Award winners. Right - Ceremony gala dinner.
Results:
The 10th Anniversary event was hailed as a huge success by the 750+ attendees, which included local authorities, ten government ministers, senior local government representatives and numerous journalists. The ceremony generated in excess of £172,000 of additional revenue from major sponsors, delivering a spectacular ‘night to remember’ at no extra cost to CLG.

Taking place at the QEII Conference Centre near Westminster, the evening began with a drinks reception which provided the setting for informal networking and photo opportunities with the attending ministers. The three-course silver-service dinner was followed by 42 awards involving 55 authorities. The perfectly-choreographed proceedings ended with live music and dancing into the night.

Revolution were involved at every stage of the Beacons’ transformation, from concept and implementation of the first ‘new-style’ ceremony to the show-stopping 10th Anniversary event. During these three years, we became a highly-regarded ‘trusted partner’ for all of the agencies involved with the scheme, with a reputation for enthusiasm, pragmatism and meticulous attention to detail.

TESTIMONIAL

“I cannot praise Revolution Events highly enough. From initial planning stages through to delivery they are a pleasure to work with. This is the third year that the IDeA has worked with Revolution Events on the Beacons Awards Ceremony. They deliver in terms of value for money, excellence in production and design work and are extremely efficient and professional at the event itself. This is a complex event both in the style and number of partners involved, but Revolution thrive on challenges and never fail to impress.”

Julie Taylor, Event and Sponsorship Manager, IDeA, Beacon Awards
An Extension of Your Own Team

When you employ Revolution to create or manage one of your events, you can be assured that you are in the safe hands of thoroughbred event organisers. We like to work as an extension of your own company, treating your events and brands as respectfully as we do our own and consulting carefully on all significant decisions.

We have a strong understanding of budget constraints, constantly monitoring expenditure commitments and managing the various risks involved. We use our extensive supplier and venue relationships to keep your costs low whilst ensuring the highest quality, with many clients finding that using our services is more cost-effective than running their events through an in-house team.

Budget Transparency

We always work to a pre-agreed budget and a pre-agreed management fee, based on the amount of sales, marketing and logistical time needed to manage your event. Your final bill will not differ from this pre-agreed amount unless there have been significant changes to the project along the way.

Meet the Team

Organising professional events requires a significant amount of time and ‘attention-to-detail’ across a whole range of different disciplines – but we endeavour to provide a single point of contact to streamline client communications wherever possible.

For more information contact:

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