

Event Management Case Study

Project: Local Wellbeing Conference

Sept 2008, QEII Centre, London.
(200 delegates/20 exhibitors)

Government Minister speaking
– James Purnell

Public Sector Conference
showcasing the work of the Local
Wellbeing Project



Local Wellbeing Conference

Client: The Young Foundation, the Improvement & Development Agency (IDeA) and Professor Lord Richard Layard, from the LSE's Centre for Economic Performance.

Background: This ground-breaking conference showcased the work of the Local Wellbeing Project, a unique three year initiative aimed at testing out practical ways of improving public wellbeing in three very different areas of the UK, Hertfordshire, Manchester and South Tyneside. The project focuses on the practical steps that can be taken in schools, communities and other public services to improve local wellbeing. This work remains the most comprehensive exercise to date on public policy from a wellbeing perspective.

Our Brief: Through our growing partnership with the IDeA, Revolution Events were asked to create a brand new conference on the topical issue of increasing happiness within the community. Working alongside the Young Foundation, IDeA and Professor Lord Richard Layard from the LSE, we were given the task of attracting around 200 paying delegates to attend an innovative one-day forum in Westminster, London.

Results: The involvement of multiple organisations and the creation of a new event based on an emerging issue presented a challenge for this high-profile project, the programme of which included addresses from ministers and local government experts, interactive workshops and topical debates. The assortment of over 20 high calibre speakers made the day extremely valuable and action-packed for delegates. We far exceeded our delegate target, attracting over 160 paying delegates, all of whom were of an extremely high quality.

Feedback from the event showed that delegates thoroughly enjoyed and benefited from the event, with 92% of the attending delegates rating the event as 'good' or 'excellent'.

Local Wellbeing Project Funders:

Manchester CC, South Tyneside MBC, Hertfordshire County Council, the IDeA, CLG, LSC, Defra, DH and the Audit Commission