

Event Management Case Study

Project:

Local e-gov EXPO - National Event

Nov: Leeds / Birmingham /
Newcastle / Brighton (Roadshow)

April : National Event, ExCeL
Exhibition Centre, London



Local Government Association

Client: Local e-gov Programme / London Borough of Newham
/ Dept. Communities and Local Government

Objective: To encourage the widespread adoption of e-enabled technologies within English Local Authorities. The events needed to provide a forum for exchanging best practice within the public sector and introducing relevant service providers.

Our Brief: The brief was to run a series of high profile events, with all costs covered by exhibitor & delegate revenues while supporting the objectives above. The contract for this project was awarded through the OJEC bidding process. At a later stage, we were also asked to organize a special Celebration Gala Dinner on the middle night of the large EXPO event in London.

Results: The events were entirely self-funding, attracting over 1,200 delegates and 100 paying exhibitors (over £800,000 of revenue) over the series. The Gala Dinner at the Painted Hall catered for 400 guests.

Delegate Feedback Surveys showed high levels of delegate satisfaction and subsequent engagement with the National Projects Programme and exhibitors.

Revolution Events provided a full 'turnkey' conference and event management service for these events – including Event Formulation, Exhibitor Sales, Delegate Marketing, Logistics/AV/Production, Venue management and on-site Management:

- Event Formulation – including input into conference content and relevant themes.
- Speakers – recruitment of speakers (with other contractors) and management of speakers prior to event (via speakers manual) and on-site.
- Delegate Marketing – online and print. Design of delegate brochures, copywriting, print production/mailing.
- Online – copywriting for website. Design and copywriting for delegate emails
- Registration – Full pre-event and on-site registration service. Including pre-booking of four delegate streams and taking payments via web, invoicing, reconciliation, credit control and issuing of pre-event joining instructions.
- Exhibitor Sales – responsible for exhibitor sales to relevant suppliers. This includes identifying key suppliers, selling benefits/all relevant invoicing/contracts.
- Venue Search – identifying and booking selected venues and on-going venue management.
- Exhibitor/Venue Logistics – full Exhibitors Manual produced prior to event. Regular exhibitor update email bulletins and logistics department on-hand to answer queries and make exhibiting as smooth as possible.
- On-Site Logistics – full on-site service. Management of the venue both before the event and on-site. Revolution staff to man the Organisers Office and be on-site for the duration to ensure smooth running of event including management of all catering, signage, accommodation and delegate handouts/collateral.
- Audio-Visual – full management of all aspects of the set, slides, sound and speaker requirements both on-site and prior to the event. Production of consistent event slide Template.
- Post-Event Feedback and Research – for both delegates and exhibitors

