

Event Management Case Study

Beacon Awards & Gala Dinner

Client: Department of Communities and Local Government

Project:

Beacon Awards & Gala Dinner, 2009

- 750 Dinner Guests
- 12 Themes
- 45 Individual and Group Awards – including video and live TV
- 10 Government Ministers speaking and presenting Awards to over 70 Local Authorities
- 172K sponsorship revenue from 17 sponsors

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.

Our Brief: The brief was to organise from concept to implementation the Beacon Awards Ceremony & Gala Dinner as a high-profile, “Oscar-style” event. Additionally Revolution was to raise delegate and sponsorship revenues to help towards the funding of the event. The contract for this project was awarded through a bidding process that saw Revolution as the event partner of choice, due to their proven local government expertise.

Results: The event was hailed as a spectacular success by the 750+ delegates, which included local authorities, 10 government ministers, senior local government representatives and press members. The ceremony generated in excess of £172,000 of sponsorship revenue from prestigious organisations.

The awards were held at the QEII, 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 smooth and perfectly timed proceedings ended with live music.



"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 Mgr, IDeA, Beacon Awards

