

Event Management Case Study

Sage Connections Conference & Exhibition

Client: Sage Software

Project:

Sage Connections – Conference & Exhibition (with Gala Dinner)

6th – 8th November, Manchester International Convention Centre

1500 Delegates / 60 Exhibitors/
15 concurrent conference streams

Sunday November 5th

- All-day Build-up at MICC

Monday November 6th (Business Partner Day – 600 delegates)

- 60 stand exhibition Opens
- Conference opens with Keynote in Auditorium
- Six concurrent conference streams running
- Evening Drinks reception in Exhibition Area

Tuesday November 7th (Business Partner Day – 600 delegates)

- 60 stand exhibition
- Ten concurrent conference streams running

Wednesday 8th November (Customer & Accountants Day – 1500 delegates)

- 60 stand exhibition
- Fifteen concurrent conference streams running
- Gala Dinner for 350 at Imperial War Museum, Manchester

Background: Sage Software is the UK's largest software company and the only technology company in the FTSE 100. With over 1.6 million users in the UK their rapidly expanding portfolio of business management software is used throughout UK business. REL have organised Sage's annual dealer event since 1999, plus a number of similar events for Chartered Accountants and Sage end-users.

Objective: The objective of Sage Connections was quite literally to 'connect' with the different Sage audiences and target markets. The event was also specifically 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 organized no less than six different business partner and customer events for Sage. The brief for Connections was to bring all these disparate audiences together and create one event that would give Sage a greater return on investment and maximize on the synergies and benefits of bringing the different audiences together.

The Solution: Our solution was to create a three day event, in one venue, that would address the needs and demands of all the different stakeholders involved. Working within very tight time constraints at the venue the outline format of the event was as follows:

Results: The event was a huge success for both Sage internally in terms of cementing the new structures but most importantly in terms of outward facing activities the business partners and customers rated Connections as an excellent event. Over 1500 customers and accountants attended together with 600 business partners. Delegate feedback was especially positive about the format which provided three information packed days with an intensive programme of keynote sessions, seminars, workshops, 'ask-the-experts' sessions, one-on-one sessions together with a structured networking environment and extensive exhibition areas.

The exhibition generated £240,000 of revenue which made a significant contribution to the overall costs of the event. Exhibitors had an excellent event and reported high levels of interest in the products on offer. So, for all event stakeholders it was a great success. Revolution has now been asked to organize the Sage Connections 2007 event.

