

## Event Management Case Study

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

6th – 7th May 2009  
Park Plaza Victoria Hotel, London

300 paying delegates / 25 paying  
exhibitors

## Front Office Shared Services Workshops & Conference

**Client:** Improvement & Development Agency (IDeA)

**Objective:** To provide an opportunity for local authorities to network and showcase working examples from their area of partnership working

**Our Brief:** The brief was to organise a 2-day conference on behalf of the IDeA around the theme of local public sector organisations working together to provide better service to customers, with particular focus on best-practice local authority workshops. Additionally Revolution was to raise delegate and sponsorship revenues to help towards the funding of the event.

**Results:** Very successful two day conference with 14 best-practice and whole council workshops taking place on Day 2 of the conference. Delegates attending the conference had the chance to hear about and discuss topics that would take place in the workshops in an innovative ‘speed briefing’ session on Day 1. Delegate feedback on this was very popular. All workshops were very well attended (between 15 and 30 people in each room).

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 the products on offer. So, for all event stakeholders it was a great success.

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

