

Event Management Case Study

Project: Information Records Management Conference (IRMS)

17th – 19th May 2015
Celtic Manor Resort

300 delegates / 35 paying exhibitors



Information Records Management Society Conference

Client: The Information and Records Management Society

Objective: To position the IRMS Conference as one of the best Information and Records Management events in the Industry whilst also raising the profile of the event and increasing revenue.

Our Brief: The brief was to organise the IRMS Conference and Exhibition running over three days and including two networking receptions to ensure plenty of opportunity to socialise with peers, the IRMS Society and key vendors. 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 our proven expertise in the industry sector.

Results: Visitors joined the event at the Celtic Manor, Wales and met over thirty suppliers from across the information and records management industry. Delegates also enjoyed industry keynotes that focused on the future of the sector as well as the here and now, with speakers giving practical advice and inspiration that delivered added value that delegates could take away and use for the benefit of their businesses.

The conference began on a sunny Sunday afternoon with a Meet and Greet for new IRMS members and then a drinks reception with some fun and games in the exhibition hall. Exhibitors had time to catch-up with old friends and talk to delegates about the upcoming conference in an informal environment before the evening moved to the hotels undercover BBQ Terrace for dinner, a bucking bronco and samba music!

The event also included a Gala Dinner on the Monday night with after dinner speaker, Scott Quinnell, live band & green screen photo booth which was a huge hit with all of the delegates.

