


CLIENT

South West Regional Development Agency (public sector)

PROJECT

Business Stakeholder Conference and Annual Public Meeting 2008

OBJECTIVE

To organise 3 events in one day back to back to position the RDA in the heart of its region and highlight the support the RDA can provide Businesses.



After winning a 7 way pitch, to become one of three agencies on the framework agreement, the event business was awarded the finest accolade of looking after the client's flagship event comprising of three events in one day.

Initially the focus was on productivity-led growth and trying to build on engagement with larger businesses in the region, but as the months of autumn progressed, we encouraged the client to keep the agenda flexible to ensure that it answered the latest needs of Businesses in the Region as the credit crunch was hitting. Indeed, our adaptfulness was highlighted as the conference title was changed a few days before which was reflected on all materials yet with minimal cost impact.

The event website became the main hub for information for the organisers, speakers and delegates alike, with interactive question

and answers areas, delegate registration and post event webcasts, MP3 files, evaluation, feedback and photographs capturing the activities on the day. This ensured that as an event following the Greener Events Guide, it could become as paperless as possible with all delegate management taking place online.

All food at the Thistle Bristol was regionally sourced and a minimalist yet highly effective stage set was produced using Gobo lighting rather than the traditional poly-boards.

Stephanie Flanders, BBC Economics Editor, hosted two parts of the event and was a highlight for many as she expressed her expert opinions on the state of the economy and she was certainly one of the contributions for a record attendance for the Regional development Agency for a conference of this type.

As always mindful of budget and public spending – we advised against interactive technology and used a back-to-basics route of colour coded cards and questions with a Hub of experts reading comments as they were ready, highlighting the main points for Stephanie Flanders to feedback on and in turn comment, but ensure every voice was heard with the cards being posted up on Graffiti walls to view over lunch and add to throughout the rest of the day.

Services include:

- Event design and concept
- Venue liaison
- Speaker suggestions, bookings, liaison and briefing
- Delegate management and online registration
- Budget control
- Agenda building
- Conference brand identity for all mediums