

# Event Management Services

offered by





## **Introduction**

The following pages outline the range of services Think Different Events Ltd. offer clients to support their own events strategy.

Our approach to working with clients is to identify the building blocks that, when placed together, lend themselves to successful events. Inside each block there are a series of tasks which we would offer to complete a key component of any event.

Working in this fashion, we are able to offer a broad range of services which clients can dip into to meet their own specific requirements and budget. This breakdown of services also provides a snapshot of the wider support that can be offered to clients by Think Different Events Ltd.

## **Opportunity costs**

The opportunity costs of organising the event in house against use of an external event management company should not be overlooked in deciding whether an internal approach is actually best value for the client.

When organisations are promoting their own event, creating a budget is an important area, as it will help them to see where the costs lie, what the break even point is, and most importantly, how much profit is going to be made.

However, many organisations who organise their own events, often never know whether their events are really profitable. It might be that they sell £1,000 worth of tickets – and that their costs only appear to be £500 – so they feel they have made a profit.

Factors such as insurance, fuel, office costs and tax are often overlooked – and once taken into account may show that an individual event may not have made any money at all.

However the biggest factor that is overlooked is a person or persons time. Unless clients are promoting their events for fun, the staff time is costing clients money. They need to take into account the amount of time that is actually spent on organising an event, as well as the financial costs to see if it is profitable.

For example, if a client decides that their time is worth £250 a day to the organisation, and they spend four days organising an event, the event needs to make more than £1000 to have been worth it.

This 'opportunity cost' has to be weighed against what the client or their staff could or should have been doing as part of their core work.

Other benefits of outsourcing the management to a dedicated events company include taking the stress and strain involved in pulling all the various component elements together, the supply chain available to cover all aspects of the event and the experience available to offer creative and flexible approaches to the delivery of the event itself, ensuring that it meets its key goals.



**Summary of Services Available**

<b>Gala Dinner/Reception/Awards Ceremony</b>											
<b>Website Management</b>		<b>Exhibition Management</b>		<b>Conference Secretariat</b>		<b>Event Film Management</b>					
<b>Abstract and Speaker paper Management</b>		<b>Social Activities Management</b>		<b>Additional Event Support</b>		<b>Event Transport Transfers</b>					
<b>Online Registration Management</b>		<b>Technical and AV additional support</b>		<b>Additional Graphic Design</b>		<b>Sponsorship Management</b>		<b>Speaker Sourcing and Engagement</b>			
<b>Fulfilment Management</b>		<b>Technical &amp; AV Management</b>		<b>Catering Management</b>		<b>Evaluation Management</b>		<b>Travel and Visa Management</b>		<b>Miscellaneous Event Consultancy</b>	
<b>Delegate Management</b>		<b>Venue Management</b>		<b>Onsite Management only</b>		<b>Speaker Management</b>		<b>Financial Management</b>		<b>Accommodation Management</b>	



## **Event Services details**

### **Delegate Management**

- Delegate Liaison
- Registration - from printed hard copy/emails
- Delegate hard copy receipt/email
- Managing online invitations via email
- Prepare attendee delegate lists
- Delegate badging
- Development and maintenance of delegate database
- Delegate briefing notes via email
- VIP Liaison
- Reporting of numbers booked and special requirements

### **Catering Management**

- Source and contract with catering supplier
- Organise menu options with catering team
- Liaise with catering team re special dietary requirements
- Inform catering team of refreshment breaks
- Monitor catering arrangements throughout conference

### **Accommodation Management**

- Accommodation Sourcing
- Accommodation Booking
- Accommodation Confirmation
- Accommodation Enquiries

### **Travel Management**

- Travel Sourcing
- Travel Booking
- Travel confirmation
- Travel enquiries

### **Visa Management**

### **Fulfillment Management**

- Fulfilment of delegate packs
- Delivery of packs to venue
- Sorting packs within registration area

### **Speaker Management**

- Speaker requirement liaison
- Speaker briefing
- Speaker preview room setup and management
- Speaker travel, accommodation and expense management
- Speaker information collection - biography, presentation, etc.

### **Venue Management**

- Venue sourcing and negotiations



- Ongoing venue liaison
- Monitor venue/room utilization
- Access audits and risk assessments

### **Onsite Management only**

- Set-up and man registration desks
- Set-up and man delegate enquiry desk
- Event signage
- On-site management throughout conference per conference day

### **Technical and AV Management**

- Technical specification management
- AV specification management
- Technical supplier sourcing and management
- AV Supplier sourcing and management
- Onsite Technical and AV Management

### **Social Media campaign**

- Advise of development of social media campaign
- Create appropriate social media accounts for Twitter, LinkedIn, YouTube, Facebook, etc.
- Populate social media sites with relevant content

### **Financial Management**

- Establish and Monitor budgets with client
- Management of VAT
- Pay suppliers
- Provide final financial report

### **Miscellaneous Event Consultancy**

- Marketing and PR support
- Conference Programme co-ordination
- Write and send Thank-you letters
- Project Management
- Graphic Design – basic
- Supplier Co-ordination
- General event consultancy

### **Evaluation Management**

- Design Evaluation form
- Provide Evaluation report
- Collect evaluation questionnaires - hard copy and online
- Collate evaluation information

### **Event Transport Transfers**

- Identify transfer requirements
- Source and contract with suitable company
- Communicate transfer arrangements to delegates and all other parties
- Manage transfer arrangements throughout conference period



### **Social Activities Management**

- Social / cultural programme
- Agree social activities
- Organise and manage venues
- Organise and manage transport
- Organise and manage entertainment of if required
- Organise and manage tours
- Manage delegate and partner involvement

### **Online Registration Management**

- Set up online registration forms
- Set up registration reports
- Online delegate receipts
- Managing postal invitations
- Event Fee Management

### **Speaker Sourcing and Engagement**

- Research, identify and contact relevant speakers
- Negotiate speaker fees
- Agree speaker contract

### **Technical and AV additional support**

- Test all technical and AV requirements against specification at venue
- Load speaker presentations and rehearse with speakers
- Provide consultancy on technical and AV services

### **Abstract and Speaker paper Management**

- Production of abstract book

### **Online Abstract Management**

- Publish Call for abstracts/papers/presentations/posters
- Online acceptance of papers
- Acknowledgement of receipt of submissions
- Confirmation of acceptance into conference programme
- Confirmation of rejection into conference programme
- Handling enquiries in connection with submissions
- Managing requests for summary and extended information
- Providing information to conference organisers as required

### **Additional Event Support**

- Steering group meeting facilitation
- Securing services of conference Host / Hostess
- Sourcing promotional goods, delivery and fulfilment
- Photography management – Source, brief, etc.
- Arrange conference insurance
- Audience response systems / Voting systems management

### **Additional Graphic Design**



- Devising graphic concepts for consideration
- Developing conference collateral
- Ensuring branding is consistent across all media – printed and online
- Sourcing and Contracting with supplier for collateral

### **Sponsorship Management**

- Develop and Agree sponsorship opportunity package
- Make contact with potential sponsors
- Agree sponsorship package and branding
- Manage sponsorship financial arrangements
- Manage sponsor activity at conference

### **Conference Secretariat**

- Provide general secretarial services
- email, fax and message services
- Photocopying
- Printing
- Document control and distribution
- Translation services simultaneous interpretation
- Accreditation
- Security services
- Internet cafe

### **Event Film Management**

- Prepare brief for filming
- Source, contract and liaise with film crew
- Manage film edit process
- Distribute film as required

### **Exhibition Management**

- Exhibition space / allocation /sales
- Promotional leaflets and lay-out plans
- Draw up contractual obligations including cancellation fees
- Exhibitor liaison and contractor arrangements
- Negotiate terms and conditions and appoint sub contractors
- Exhibition build-up, management and breakdown
- Inform exhibitors of build-up and breakdown arrangements
- Provide adequate security cover

### **Website Management**

- Website design
- Content management system
- Website maintenance

### **Gala Dinner/Reception/Awards Ceremony**

- Managing dinner / ceremony invitations
- Place settings
- Corporate Gifts
- After Dinner Speaker



- Compere sourcing
- Awards Sourcing
- Entertainment Sourcing
- Floral and table decoration sourcing