

THINK DIFFERENT EVENTS LTD.

EXCELLENCE IN EVENT MANAGEMENT

EVENTS MANAGEMENT PROPOSAL

About Think Difference Events Ltd.

Experienced events director, Martin Jack, launched Think Different Events Ltd. in 2006 having worked in the public sector delivering training programs and conferences for over fifteen years.

As an event management organisation, specialising in organising and delivering high quality business to business events throughout the UK, we aim to provide a unique, high quality event management service with the creativity and flexibility to continually exceed the expectations of all our clients and their audience.

The thirty years' experience in this sector, has enabled Martin and the Think Different Events team to transition three major conferences scheduled for 2020 and early 2021 to a Hybrid model of delivery.

The SOCEX (Serious and Organised Crime Exchange) Strategy and Economic Crime Conferences both of which have ran as face-to-face events for 250 and 450 people respectively for the past five years.

The Sustainable Glasgow Partnership Summit which attracted 350 people when launched earlier this year.

Table of Contents

Turning an Event into a Lasting Experience.....	3
Making a Difference	3
Our Services and Methodology Study.	4
Key Outputs from this Work.....	8
Virtual Events and Conferences.....	9
Experience	11
Case Study Analysis	12
Testimonials.....	13
References	14
Workforce Matters	15
.....	

Turning an Event into a Lasting Experience

The audience at any event need to feel valued. The processes to engage with them and ensure their attendance should be clear and unambiguous with regular touchstones part of the communication plan. Each attendee should have the information available to answer the following questions: -

Where is the event taking place?	The venue, location, access, etc.
When is the event?	Date, start and end times
What is the event about?	The key objectives Event programme The structure of the event The speakers, level of interaction expected, etc.
Who will be in attendance?	Other invited groups, Stakeholders, Partners, Speakers, etc.
Why the audience is being invited?	For some it is all about a learning journey, for others it's finding out about the success stories and their own Next Steps agenda.

The success of this event should not be measured just by the experience gained at the event itself. It should be measured by the lasting impact the range of activities offered have on attendees once they return to their own places of work.

We would work with all participants before, during and after the event to ensure that the vision is understood and remains with them by means of a supporting infrastructure put in place to answer any questions they may have.

Making a Difference

To deliver an event which provides a memorable experience for all the attendees and stakeholders at the event we would work with the team to:

- Manage the experience offered before, during and after the event for all participants. The event should not be seen as an individual one-off opportunity for engagement. We are strong advocates of providing an event experience throughout the process – before, during and afterwards via regular and meaningful contact via email and social media.
- Ascertain the expectations, observations and questions attendees have during the pre-event registration process to provide a baseline of anticipation for the event itself.
- Provide a follow up evaluation to understand how these expectations were met and exceeded, and what impact the event will have when attendees return to their own workplace environment.

Our Services Summary

From our previous experience in organising events of this nature and importance, we recognise the diversity of needs at the outset, highlighting the key significance of this event and generating the “I am delighted to have been an active participant at this event” reaction to everyone attending.

Our Services

Attendee Registration

- Set up a booking system and manage delegate registration for events.
- Invite delegates using distribution lists
- Maintain, and ensure, a delegate’s contacts list is always available to the staff and provide updates/reports to programme manager(s) as required (including attendance numbers and organisations attending).
- Promote and follow up invites to meet target audience numbers of 200

Attendee Management

- Ongoing attendee liaison throughout project cycle
- Managing invitations via email and telephone if required
- Individual Registration – via emails and online registration process
- Automated attendee receipt via email
- Prepare attendee lists
- Attendee badging on recycled card/paper
- Development and maintenance of attendee database
- Attendee briefing notes via email
- Reporting of numbers booked and identifying any special requirements
- Answering enquiries as appropriate by telephone or email
- Organise transportation as required

Enquiry service

- Provide all speakers and delegates with the necessary information required to attend, including travel timetables, local maps, accommodation details, etc.
- By highlighting the location of the venue, offer suitable travel arrangements to arrive there by public and private transport from key transport hubs, etc.
- Provide a complete telephone and electronic enquiry service – encouraging all participants to ask questions about their involvement to ensure a high-quality delegate and speaker experience throughout the process

Attendee Reminders

- Send reminders to all attendees in week leading up to event
- Contact attendees by telephone or email whichever is most convenient for them
- Update attendees with any changes to original invitation or programme information

Delegate Information

- Managing all aspects of collateral being issued for consistency and digitised for the website and/or Conference App
- Handing conference badges to attendees on arrival
- Recycling unused materials as required

Attendee follow-up

- Thank all attendees for their contribution to the event and seek qualitative feedback

Website Management

- Registration website design
- Populate website with relevant content
- Website maintenance

Online / Offline Registration Management

- Design and development of the online registration system, including
- All necessary inputs for attendee identification, dietary and other specific needs, etc.
- Automated acknowledgement to the attendee of registration
- Back-office reporting structure in place for real-time access to reports
- Creation of attendee database from all information gathered to be part of reporting structure
- Development / maintenance of attendee database for Badges, Attendee Lists, Place settings, etc.
- Ongoing attendee liaison by telephone, post, email
- Ensure all lines of communication accessible during extended business hours

Presenter Management

- Ensure that speaker is familiar with what is expected by the team
- Confirm arrangements for having speakers at the venue in good time
- Make any necessary travel arrangements as required
- Have speaker welcomed and introduced to the team lead on arrival
- Manage any audio-visual requirements for presentation
- Provide access to the audience profile ahead of the event to enable tailoring of presentation
- Always providing ongoing support, especially onsite to ensure speaker is comfortable with their surroundings
- Liaise with SEC Centre technical team re presentation slides, microphones, lighting, etc.

Exhibitor Management

- Conference Sponsorship should be recognised as a 'partnership' between the Conference and the Sponsors and/or Exhibitors
- To have a successful sponsor and exhibitor strategy, all parties need to recognise that any arrangements made are a two-way street requiring genuine interest in the sponsor's objectives and how the conference can help them achieve their goals. With a solid understanding of a potential sponsor's needs and objectives, there is undoubtedly a better opportunity to win valuable sponsorship deals.
- A sponsorship/exhibitor package will be offered that enables maximum return on the organisation's investment and enhances the profile across the audience.

Evaluation Management

- Pre event evaluation of existing contribution
- Capture comments from discussions for inclusion in final report
- Design Evaluation form for online responses
- Enable attendees an opportunity to provide feedback before and after the event
- Before – to ascertain expectations
- After – to determine impact of learning and change of practice
- Collect evaluation questionnaires online
- Collate evaluation information
- Provide detailed analysis of feedback in form of a report

Sponsorship

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Pre-event

- Main contact for liaising with speakers and ensuring their requirements for the day are met, including logistics.
- Liaise with venue in terms of car parking and traffic control.
- Liaise with the team to produce appropriate messaging for all attending.

Venue and Event Delivery

Delivery

- The delivery of all events is a team effort and we would ensure that all involved with this event provide the highest professional service to maximise the experience for those attending

Venue Management

- Provide ongoing liaison with the venue team throughout the project cycle
- This would include site visits to check on the health and safety aspects of the event
- Managing all logistical aspects in the run up to and during the event including:
 - Ensuring all rooms setup as required
 - Providing suitable signage
 - Ensuring venue team familiar with programme, breaks, special requirements, etc.
 - Providing the Event chairperson with local housekeeping information – fire-drills, toilets, smoking areas, etc.
 - Traffic management, including arrival spaces, car parking, liaison with the venue, and attendees

Security

- Ability to provide low-level to high-level security of the event venue
- Personal security advice

Marketing and Communications

- Liaise with designers and printers to produce event materials in electronic and/or printed format.
- Liaise with website developers to ensure the website provides information on the event including speakers' profiles, up to date programmes, online registration, local information along with follow-up evaluation methods.
- Develop and deliver a promotion strategy alongside the project to raise awareness of the event with a wide range of stakeholders.
- Develop and maintain excellent communication links and updates with event attendees and speakers.
- Work with the team to assist with the management of any press / media enquiries in relation to the event.

Marcomms planning to include

- Identify and agree branding requirements
- Liaise with design team to deliver agreed design specification
- Design online and printed material templates to deliver consistent look and feel
- Produce all collateral for the event as required
- Design website to match brand and populated pages with appropriate content, updating as required and ensuring all participants are signposted to latest updates via email, social media, etc.

- Identify all core audience groups and pro-actively engage with the groups to provide targeted messaging for their own stakeholders
- Provide speakers with audience profiles and enable opportunities to engage with registered attendees and potential attendees through guest articles, blog posts, identification of relevant resources and links, etc.
- Ensure all materials produced conform with existing environmental policies
- Identify and contact all known media outlets providing Press Releases, contact details, news feeds, etc.
- Act as first point of contact for enquiries and field to relevant members of team/speakers, etc.

Hospitality, Accommodation and Travel Organisation

- Providing overnight accommodation to event speakers and attendees as needed
- Providing local and national travel and travel advice

Requirement

On the Day of the event

- Delivery of the programme on the day, working with key speakers and facilitators to ensure their requirements are met.
- Coordinate speakers, handle queries and troubleshooting on the day of the event to ensure that all runs smoothly

Onsite Management

- Set-up and man registration desk and attendee enquiry desk
- Identify separate registration points based on alphabetic list of attendees
- 1 Events Executive in support of onsite badge changes/additions and other ad-hoc needs
- Ensure access points to venue are monitored for attendees' arrival
- Ensure all rooms are setup as required
- Monitor room temperatures throughout
- Manage all aspects of the logistics on the day
- Provide event signage
- On-site management throughout event
- Manage collection of re-cycled materials

Attendee information

- Manage attendee enquiry desk
- Printed attendee lists / badges and management of any changes to badges as requested
- Identifying special requirements for access, visibility, hearing, special dietary needs, etc. are managed consistently
- Collect / collate evaluation forms

Catering Management

- Working with the venue team to:
- Organise refreshment options
- Liaise re special dietary requirements
- Monitor catering arrangements and affect changes as required
- Liaise with venue re setup of refreshments areas, staffing levels at the venue and timings

Speaker onsite liaison

- Work with the AV team to manage all audio-visual requirements for presentation
- Provide a preview facility to enable speakers to run through their presentations
- Always providing ongoing support, especially onsite to ensure speaker is comfortable with their surroundings

- Manage all aspects of presentations ensuring timings are adhered to, managing change as required.

Sustainability Monitoring

Over several years, the company has continued to set realistic objectives and targets in terms of sustainability through:

- encouraging staff to identify processes which support the sustainability objectives
- developed effective working relationships with our supply chain to help us, and our clients, develop more sustainable events
- attended meetings and other events where expert advice was on hand to develop our internal processes.

The key decisions we have immediate control or leverage over, include:

- our supply chain – can we source all that is required locally given that we operate across the UK?

Key outputs from this work will include:

- A positive experience for all attendees in terms of registering and attending the event.
- At all times the information attendees receive about the event is clear and easy to understand.
- Informed stakeholders inspired to deliver on strategy requirements.
- Better collaboration and engagement between bodies and clusters of common interest formed.
An opportunity for all organisations to input to direction going forward.

We believe that the event management process designed and delivered, as outlined in the above methodology, will successfully deliver the key outputs above.

Toni is the company's modern apprentice and will support all the administrative aspects of the conference from ensuring the list of attendees is updated, working with the managing Director on ad-hoc tasks and being onsite to manage the registration desk and answer relevant questions to attendees as part of the help desk facility.

Virtual Events and Conferences

The transition from a face-to-face conference, with all the known variables based on previous years, to a virtual conference, requires a creative re-imagining of what the participant's conference experience will look like.

In addition, while there should be scope to extend the reach of the conference to individuals and groups who may not have previously been able to attend, there may also be a reluctance by some previous attendees, sponsors and exhibitors to participate in a fully virtual environment.

To ensure the highest quality and consistency of content delivery, we would recommend a Hybrid Conference Model with a small Live Conference aspect which is webcast each day across the conference week, together with professionally produced pre-recorded content published to an On Demand Conference Library.

Our ability to adapt and overcome the challenges over the past year has sparked interest among our clients. For our clients that decided to go virtual, we successfully managed their events and conferences online. As a result, other clients have come forward specifically requesting for us to build and manage online events.

Our most recent virtual / hybrid conferences and events include:

- SOCEX Economic Crime Conference 2020
- Turning Point Scotland Conference 2021
- The Business Journey
- Get Ready Glasgow

Live Conference Webcast

- This would involve one or two keynote speakers each day, with potentially a panel session or facilitated discussion, being broadcast across the internet, enabling Live Q&A, chat and polling as required. Each session would be recorded and edited before being released back to the On Demand Conference Library for future reference.
- An additional benefit of this small Live format is it provides the speakers with an audience, however small to address, giving them the positive visual feedback when delivering their presentation.

On Demand Conference Library

- Think Different Events is currently scheduling the pre-recording of content for our Serious and Organised Crime Exchange in November. This will involve keynote speakers, panel sessions, interviews, sponsored sessions etc. being recorded several weeks before the main conference, edited with the relevant branding, sponsorship adverts, etc.
- The recorded output will then be released as episodes each day over the week to enable attendees to watch at their leisure.
- Once all content has been released, the Conference has also scheduled a number of recall sessions with the Presenters to participate in live Q&A sessions.

Production Costs and Income Streams

While there is an additional production cost to the recording and editing process, potentially £1,500 - £2,000 per hour of recorded content, each block of content filmed offers potential sponsors with an ideal opportunity to be associated with The Conference and much of the production costs could be offset by the sponsorship opportunities afforded.

Sponsorship

The virtual conference environment offers a wealth of touch points for Sponsors and Exhibitors including:

- Advertising as part of the On Demand content
- 'What's coming up today' adverts
- Website profiling
- Networking rooms
- Pop up messages
- e-updates to all participants
- Digital Content as part of the Conference Library of resources, such as:
 - Case Studies
 - Spotlight speaker sessions
 - Guest Lecturer

Eventscase Functionality

The virtual conference platform, Eventscase provides a number of opportunities to bring participants together in a various informal setting through the creation of Virtual Rooms. These rooms and meetings include:

- Drinks receptions
- International rooms
- Sponsorship rooms
- E-Poster sessions
- Networking meetings

Experience

Think Different Events Ltd. has a wealth of experience organising events with attendances ranging from 20 – 7,000, particularly within the public sector across Scotland.

In recent years we have worked on a range of business, educational and medical and events as noted below, and we provide a case study of an event we continue to work on which has enabled us to build a successful client list

Education

- Co-design Curriculum Strategy for Design Thinking – Event Series
- The annual Scottish Learning Festival
- Series of Curriculum for Excellence Conferences
- Investing in the Early Years Conference
- Supporting Local Authority Leadership in The Delivery of Religious and Moral Education and Religious Observance Conference
- Science and Engineering 21 Action Plan Conference

Scottish Government

- National Performance Framework Conference 2018

Police and Security

- Annual SOCEX Conference (Serious and Organised Crime Conference) 2015-2020. Currently working on 2020 and series of mini events based around Economic Crime, Cybercrime, People Trafficking, etc.

Medical (At the Golden Jubilee Conference Hotel)

- The Annual PPCI Conferences (2012 – 2016)
- Basic and Advanced Hip Arthroplasty Meetings
- The Golden Jubilee National Hospital Research event
- The CAOS (Computer Assisted Orthopaedic Surgery) UK 2012 Conference

Business Events

- Annual State of the City Economy Conference 2015 – 2020
- The Business Journey
- Accelerate Ayrshire
- FSB annual conference networking event 2016

Conference Dinners & Award Ceremonies

- SOCEX Conference
- Keith Hughes Financial Investigation Awards 2015-2019
- Business for Scotland annual dinner 2017-2019
- FSB (Federation of Small Business) Annual Dinner 2017-2019

Virtual Conferences / Events

- SOCEX Economic Crime Conference 2020
- Turning Point Scotland Conference 2021
- The Business Journey
- Get Ready Glasgow

Case Study Analysis

Each of the four case studies below had common goals and results including:

Success factors

- Each conference ran successfully on time and to budget
- Changes to the programme timetable were successfully implemented with the delegates, speakers and venues updated beforehand or on site and little impact to overall experience of the conferences
- The audience engagement throughout the conferences ensured that the 'next' conference was filled up quickly with the delegates and their colleagues
- The biggest success was the conversion rate achieved between those who had expressed an interest in attending with those who actually attended – over 84%. This was as a result of regularly communicating with the audience to give them updated details of the event.
- In addition, a comprehensive report was provided to the client providing easy to read information which visually represented the responses by the audience to each individual event and the topics they wish to be covered at future events
- We now strive to make our events more eco-conscious with paper-free options and/or introducing an event app that provides attendees with schedules/thought pieces/push notifications etc.
- Successful social media campaigns with high levels of engagement have been run to coincide with event series.

Lessons Learned

- Having a good working relationship with the client, venue team and supply chain assisted the planned delivery and any on-the-day changes that were required
- Providing learning nuggets at each event ensured that the audience were already inclined to attend future events
- It is critical to maintain dialogue with all concerned in the event and make them feel an integral part of its success including
 - The Client
 - The Audience
 - The Speakers
 - The Venue

How working on these events will assist in the delivery of this current tender

- Understanding the objectives of the client and the ability to provide advice and guidance to ensure the conference will run successfully
- The analysis required to understand the diverse audience needs and the application of that knowledge into delivering a comprehensive offering for each group within the umbrella of one event
- To communicate with the delegates, speakers and other stakeholders throughout the conference is critical in delivering a seamless conference
- The experience gained through working at various venues, understanding the roles of the in-house staff and building a successful rapport with each unit within the venue.

Testimonials

SOCEX (Serious and Organised Crime Exchange) – Economic Crime Conference

The current pandemic caused those of us responsible for delivering face to face conferences, to redefine the way in which we reach our members and target audience. Think Different events offered a high-tech, high-definition solution that completely met our requirements.

The availability of on demand content inter spaced with live presentations and Q&A sessions enabled us to meet all of our conference objectives. The conference content stored in a library format is the gift that keeps giving allowing delegates to revisit topics.

- Mick Beattie, NPCC national coordinator financial crime

Turning Point Scotland

Testimonial for Martin Jack and Maisie Wilson - Think Different Events Ltd.

Martin and his colleague Maisie provided the platform and IT support for the recent Turning Point Scotland Housing First 10th Anniversary Conference.

Throughout the process, both were extremely patient and helpful. They answered any queries promptly and were always available to give their opinion and expertise.

As the conference neared, Martin and Maisie facilitated a number of sessions with facilitators and presenters to ensure everyone was comfortable with their role. The conference was a great success, and this was in no small part due to the hard work and dedication of Martin and Maisie. Feedback from participants was extremely positive in relation to the ease of use and standard of the platform. I wouldn't hesitate to recommend them for a similar event.

- Susan Jack, Housing First Development Officer, Turning Point Scotland

The Business Journey

As a partner in The Business Journey, I have worked with Martin and Think Different Events for 6 years and have experienced the professionalism, friendliness and willingness to adapt that they offer when planning, organising and running events. Last year this was tested in the most significant way as we had to rethink if and how to offer our entirely in person events in a world that had gone online overnight.

Martin quickly stepped up to support us in getting online so that we could support our audience of small business owners and in doing so we retained our regular participants and gained a new audience. We ran all of our events on Zoom last year and are planning on continuing online this year with plans to expand our offering as well. That has only been possible because of the support from Martin and Think Different Events and his willingness to adapt, learn and introduce us to the potential that technology offers us in a digital world.

As and when we can offer in person events as well, we will certainly do that but in the meantime, we feel safe in Martin's capable hands in the online events world

- Susan Grandfield, The Business Journey

References

State of the City Economy Conference

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Ann Threipland
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SOCEX series of conferences

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Turning Point Scotland

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Workforce Matters

As an organisation, we are dedicated to improving the opportunities for everyone who works with us, whether on a full-time permanent contract or as a temporary freelance support for our events. We believe that rewarding staff for a role which requires a high level of attention to detail, excellent personal / people skills and provides numerous career opportunities reflects well on the company to our clients, attendees at our events and more importantly raises the self-esteem of the staff themselves.

As such we are delighted to have been involved in the Living Wage process since its inception and continue to pay an even higher hourly rate than that suggested.

In doing so, we have greatly expanded the opportunities of many of the team to move on to the next stage of their own careers. They have an increased skills set which gives them an advantage in the jobs market and we are delighted many have moved on to secure jobs in larger organisations.

We are also an equal opportunities employer. Our sole criteria for working with the company is an ability to learn and to provide an excellent client and audience focused service throughout our portfolio of events.

In terms of sustainability we look to re-cycle as many materials at events as possible, rely heavily, though not solely, on electronic communication channels and make available as much event information as possible in an online format to enable attendees to view or download materials as appropriate. In developing appropriate content for the events we continue to develop a highly skilled workforce with a range of transferable skills especially in the use of computer systems, copywriting and highly developed social skills which are a key requirement when working with audiences from various backgrounds.



Scottish Living Wage Accreditation Initiative

Think Different Events Ltd. is delighted to be part of the [Scottish Living Wage Accreditation](#) Initiative which aims to increase the number of employers in Scotland who are recognised for paying their staff the Living Wage. Hosted by [The Poverty Alliance](#), the Initiative works in partnership with the Living Wage Foundation and is funded by the Scottish Government.