



## **AIIM Roadshow 17<sup>th</sup>-20<sup>th</sup> June 2013**

Murrayfield Stadium – **Edinburgh**  
Manchester United Football Ground – **Manchester**  
Aston Villa Football Ground – **Birmingham**  
Ibis, Earls Court - **London**

### **Client:**

AIIM Europe

### **Objective:**

To position the AIIM Roadshow as one of the best Document Management events in the Industry whilst also raising the profile of the event and increasing revenue over 4 different venues

### **Our Brief:**

The brief was to organise the AIIM Roadshow running over four consecutive days at different venues across the UK, ensuring plenty of opportunity to socialise with peers and key vendors, whilst also promoting over 50 industry keynotes, roundtables and workshops.

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:**

The AIIM roadshow brought together over 600 delegates and 30 key industry suppliers delivering key decision-makers and qualified leads from right across the UK.

Revolution Events, working in close partnership with other contractors, provided a full 'turnkey' conference and event management service for the event – including Event Formulation, Sponsorship Sales, Delegate Marketing, Logistics/AV/Production, Venue Management and On-site Management:

- Event Formulation – Including input into event format and overall concept.
- Event Speakers and Entertainment – Recruitment and management of speakers, both prior to event and on-site.
- Delegate Marketing – Primarily online with small print elements. Design of delegate brochures, copywriting, print production/ mailing.
- Online Event Promotion – Design & copywriting for website.

- Registration – Full pre-event registration service, including taking payments, invoicing, reconciliation, credit control and issuing of joining instructions.
- Sponsorship Sales – This included identifying relevant and suitable organisations, establishing a strong relationship at all levels, facilitating initial meetings with sponsors and maximising sponsor exposure at the event.
- Venue Search – Identifying and booking selected venues and on-going venue management.
- Sponsor/Venue Logistics – Full Sponsor Manual produced prior to event. Regular sponsor update email bulletins and logistics department on-hand to answer queries.
- On-Site Logistics – Full on-site service. Management of the venue both before the event and on-site. Revolution staff on-site for the duration to ensure smooth running of event including management of all catering, signage, accommodation and delegate handouts/collateral.
- Audio-Visual – Full management of all aspects of the set, slides, sound and speaker requirements both on-site and prior to the event.