



IRMS Conference 19th-21st May 2013 Brighton Metropole – **Brighton**

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 in Brighton 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 another room for a curry, pub quiz and karaoke evening!

The event also included a Gala Dinner on the Monday night with a raffle, after dinner speaker, Jack Straw, and live band.

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.
- 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.