



25th April 2013 | Kent Event Centre, Detling  
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## Kent 2020 Vision LIVE 25<sup>th</sup> April 2013 Kent Event Centre – **Detling, Maidstone**

### **Client:**

BSK-Direct

### **Objective:**

To maintain Kent 2020 Vision LIVE's position as the biggest Business to Business show in the South East whilst also providing support for SME's across the county

### **Our Brief:**

The brief was to continuously improve the one day Kent 2020 Vision LIVE event, including the annual breakfast networking reception and new evening Charity Auction.

The event needed to showcase the best of Kent's small to medium business whilst ensuring plenty of opportunity to socialise with peers. An informative workshop programme also ran alongside the extensive exhibition and Revolution was to raise 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.

### **Results:**

Kent 2020 Vision LIVE 2013 brought together over 3000 delegates and 300 exhibitors whilst delivering engaging keynotes from names such as **Deirdre Bounds**, Entrepreneur, Author & Founder of i-to-i Travel, **Maggie Philbin**, TV Presenter & Technology Reporter & **Paul Carter**, Leader, Kent County Council.

From the success of the event Revolution have also helped expand the Kent 2020 brand with newer events such as Kent 2020 Vision Start-Up LIVE and this year Kent 2020 Vision Marketing LIVE.

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.