

# REVOLUTION EVENTS

## EVENT MANAGEMENT SERVICES

EXCELLENT EVENTS – EXCEPTIONALLY MANAGED  
BRINGING PEOPLE, BUSINESSES, MARKETS AND  
IDEAS TOGETHER



FACE-TO-FACE EVENTS ARE STILL THE MOST POWERFUL PART OF THE MARKETING MIX. AS EVENT SPECIALISTS WITH OVER 13 YEARS' EXPERIENCE IN B2B MARKETS WE CONSISTENTLY DELIVER EXCEPTIONAL EVENTS FROM CONCEPTION TO COMPLETION.

[www.revolution-events.com](http://www.revolution-events.com)

**@revolution**

# THE REVOLUTION WAY – ADDING VALUE

EVERY EVENT IS DIFFERENT AND EVERY CLIENT HAS THEIR OWN SPECIFIC REQUIREMENTS AND OBJECTIVES. WHETHER IT'S A 3 DAY CONFERENCE AND EXHIBITION FOR 1000 DELEGATES, A 30 PERSON SEMINAR, A GALA DINNER FOR 500 GUESTS OR MANAGING YOUR COMPLETE EXHIBITION PROGRAMME.

## How it works...

You brief us on your objectives. We tailor an event format and approach to meet your needs and budgets and then set about delivering an exceptional event – with minimum hassle for you. Our service covers all aspects of events from conception right through to post-event feedback.



## The Revolution Difference...

Because we are a commercial event organiser in our own right we are different from other event management companies. We don't just offer all the logistics and organisation skills you would expect. We also specialise in event sales to exhibitors and partners, as well as delegate marketing using our extensive in-house B2B database of decision-makers in the Technology, Public Sector and Professional markets.

We are experienced at generating significant event revenues from paying delegates and exhibitors. This gives us a unique capability to deliver high-quality events whilst working within tight budgets and managing risk. We often work on a profit-share basis with clients.

In today's crowded market, events have to offer real value to delegates and sponsors. We work with clients to frame the event proposition and content to make it a "must-attend" event for all stakeholders, including delegates, exhibitors, speakers and partners.

## Our Team and Services...

We have over 13 years experience running successful events in the public and private sectors. Events that deliver a significant return-on-investment. Because we cover every aspect of managing your event you can turn up safe in the knowledge that every detail has been taken care of, including:

- Event Scoping & Positioning
- Venue Search & Selection
- Content/Agenda Management
- Speaker Search & Topic Research
- Exhibitor/Sponsor Sales
- Delegate Sales, Marketing & Branding
- Delegate Management & Registration
- Venue Management & Logistics
- Audio-Visual & Video Production
- On-site Signage & Graphics
- Entertainment
- Catering
- Accommodation
- On-site Event Management
- Finance & Budget Management
- Post-Event Feedback & Demographics

"Revolution handled everything. This is the third year we have worked with them and they always deliver in terms of value for money, excellence in production & design work and are extremely efficient and professional at the event itself. Our events are complex both in the style and number of partners involved, but Revolution thrive on challenges and never fail to impress"

Chris Callander, BSK-CiC

# CURRENT EVENT MANAGEMENT CLIENTS INCLUDE:



## Commercial:

Basware  
PROACTIS  
Esker  
OCR Exam Board  
Hays Recruitment  
Genus

## Public Sector:

BSK-CiC  
GrowthAccelerator / Oxford Innovation  
Department of Business, Innovation & Skills  
Kent County Council

## Trade Associations:

EEMA: IT Security  
AIMM: Document Management  
IRMS: Records Management  
Chartered Institute of Purchasing & Supply

There is no such thing as a 'standard' event for us but we are currently working on the following events for clients:

- User Conference for 100 delegates
- Gala Dinner & Awards for 300 people
- Managing a clients annual exhibition programme of over 50 events
- 6-Track European IT conference for 300 delegates
- Series of eight 50 person evening seminars
- 3-Day UK conference for 300 delegates
- Exhibition for 350 exhibitors and 3500 visitors
- Exhibition for 50 exhibitors and 600 visitors
- 6-Venue Roadshow across 2 weeks

"We know the Revolution team very well now: they're a friendly bunch, very well organised and they always deliver what they say they are going to – an extension to our marketing team."

Simon Dadswell, PROACTIS Software



# CASE STUDY: ASSOCIATION ANNUAL CONFERENCE & GALA DINNER AWARDS CEREMONY

## IRMS Annual Conference: "Big Data, Open Data"

- Brighton Hilton Metropole Hotel
- 300 paying delegates
- 3 Day Conference
- 5 Tracks
- Gala Dinner & Awards
- 35 paying exhibitors

## Client:

Information & Records Management Society (IRMS)

## Objective:

This major gathering of the records management community attracts over 300 attendees each year to learn about new innovations, discuss important industry developments and share experiences through a world-class conference programme and special networking events.

## Our Brief:

Our brief was to re-energise and breathe new life into the conference format as well as increasing the delegate numbers and exhibitor sponsor revenues.

## Results:

An impressive 92% of delegates rated the conference "Good" or "Excellent" in terms of organisation and content. Exhibitor revenues up by 20% and delegate revenues increased by over 35%. New innovations included a completely re-vamped social programme as well as a totally new-look Gala Dinner and Awards.

Revolution provided a complete end-to-end event service for this conference and Gala Dinner including exhibitor sales, delegate sales, delegate registration and cash collection, logistics, venue management, catering and accommodation for all delegates, speakers and VIP's. Plus post event delegate and exhibitor feedback and analysis.

[www.irms.org.uk/conference](http://www.irms.org.uk/conference)

"The IRMS Conference is the highlight of our year. It has to be an outstanding event and Revolution delivered on all counts – working against very tight deadlines"

Nicholas Cooper, Chair, IRMS



"The events that Revolution design and run for us have become a source of very high-quality leads for GrowthAccelerator. They have a great ability to generate the right type of delegate and provide a truly turnkey service whilst also being completely reliable and delivering what they promise."

Zoe Underdown, Head of Marketing for GrowthAccelerator, Oxford Innovation

# CASE STUDY: EVENING EXECUTIVE BRIEFINGS

## Growth Accelerator:

Faster Growth - What's Stopping You?

- South East
- 5 executive briefings
- 50-60 delegates per event
- 4 speakers per event
- Early evening format

## Client:

GrowthAccelerator / Oxford Innovation for the Department of Business, Innovation & Skills

## Objective:

Intensive series of early-evening briefings for 50-60 business owners and managers, designed to introduce them to the innovative GrowthAccelerator service. This is a government-backed initiative led by some of the country's most successful growth specialists, with the aim of supporting the UK's economic recovery by helping small and medium-sized business to achieve their full potential.

## Our Brief:

In addition to advising on the event format & branding, selecting venues, recruiting speakers recruitment and handling logistics, Revolution are also responsible for generating attendees through our comprehensive database of business owners and senior decision-makers.

## Results:

The first series of six events was fully subscribed, with a tremendous level of engagement on the day. This led to an exceptionally high number of sign-ups to the service and the commissioning of a second series of similar events – again through Revolution.

[www.growthaccelerator.com](http://www.growthaccelerator.com)



GrowthAccelerator

# CASE STUDY: FOCUSED SEMINAR EVENTS

## Driving Collaborative Finance:

Best practice approaches to delivering financial control with Purchase-to-Pay (P2P).

- Basware
- UK wide
- 8 morning events
- 30 delegates per event

## Client:

Basware

## Objective:

Aimed at Financial Controllers, Head of Accounts Payable these free, educational events are designed to share the latest purchase-to-pay best practice in an open and informal environment.

## Our Brief:

Create an event brand that positioned the events as free educational forums rather than overt sales events. This involved creating a new 'neutral' brand and introducing independent speakers including the editor of Accounts Payable News.

## Results:

Designed to build relationships, generate sales leads and position Basware as a thought-leader on strategic purchase-to-pay issues, the events delivered on all fronts. Target delegate numbers were exceeded. Basware have since commissioned a further series of 8 events and Revolution have also been asked to manage Basware's Annual User Conference for over 100 delegates.

[www.basware.co.uk](http://www.basware.co.uk)



basware

"The feedback from our staff was very positive, both in terms of the organisation of the events and the quality of the enquiries we received across all venues. Well done Revolution!"

Ceri Jones, VP, Demand Generation, Basware

# THE REVOLUTION APPROACH...

## An Extension of Your Own Team

When you employ Revolution to create or manage one of your events you are in the safe hands of thoroughbred event organisers. We like to work as part of your own marketing team, treating your events and brands as respectfully as we do our own and consulting carefully on all significant decisions.

We have a strong understanding of budget constraints, constantly monitoring expenditure commitments and managing the various risks involved. We use our extensive supplier and venue relationships to keep your costs low whilst ensuring the highest quality.

## Budget Transparency

We always work to a pre-agreed budget and management fee, based on the amount of sales, marketing and logistical time needed to manage your event. Your final bill will not differ from this pre-agreed amount unless there have been significant changes to the project along the way.

## Meet the Team

Organising professional events requires a significant amount of time and 'attention-to-detail' across a whole range of different disciplines and we provide a single point of contact to streamline communications.

For more information contact:

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