

CASE STUDY ANNUAL CONFERENCE 2013-15 ONGOING

Background and challenge

Centrevents has organised the annual conference for the College of Occupational Therapists Specialist Section Independent Practice since 2013.

Originally commissioned with a brief to take on the management from the organising committee as well as increasing the number of delegates attending, widening the delegate base professional background and increasing size of the exhibition and number of sponsors.

Our Approach

As part of policy of locating the conference in different areas of the UK each year, in 2015 Centrevents sourced one of the flagship hotels of the Holiday Inn group in Stratford Upon Avon to provide a quality venue and space to accommodate the main conference, workshop syndicate rooms and exhibition over the two days as well as drinks reception and conference dinner.

Centrevents worked with COTSS-IP groups to compile the four event programmes and then took over all organisation including venue sourcing and liaison, delegate marketing and administration, finance, speaker liaison, accommodation booking, exhibition and sponsor sales. We commissioned effective design and production of marketing and event materials as well as quality and stylish AV and set.

Marketing to membership and external attendees was conducted through print, digital – web and email campaigns, advertising and social media. Maintained communication with confirmed and prospective delegates with programme and exhibitor updates and reminders on discount period deadlines through email broadcast and social media.



Results

Growth of attendees to around 150 per day and 30 exhibitors over the two days. A strong repeat attendance from delegates from previous years and comment that conference has become an important part of their CPD and annual networking. Exhibitors returned very positive evaluations and commented that the conference provided excellent ROI.

"A fantastic conference – thank you for all your hard work. Great exhibitors. Great venue."

Conference Delegate

"I would really want to thank Centrevents for all the hard work and dedication to our event that has really seen the quality and style of what we are offering lift considerably"
Chair, COTSS-IP