

Conference

Exhibition & Event Management Guide



ADVERTISING FEATURE

A warm welcome to business

THE East Midlands is well served by road, rail and air, making it an ideal location for events aimed at local, national and international audiences.

Even during the credit crunch, business visitors continue to bring their custom to the area, boosting the local economy.

Leicestershire has one of the most culturally diverse business and social communities in the country, well served by academic, cultural and business support organisations like BusinessLink.

This diversity means Leicestershire is becoming synonymous with innovation, science and creativity – all successfully attracting major regeneration programmes aimed at increasing the potential of the area.

Leicestershire as a county has a lot to offer the business visitor and boasts all the benefits of city life combined with beautiful countryside.



DIVERSITY: Leicestershire has a lot to offer.

Local hotels and event venues are benefiting thanks to corporate hospitality events, away-day meetings, exhibitions and launches. In addition, a whole host of ancillary businesses are providing services to the cor-

porate market including event organisers, marketing companies, electricians, exhibition display equipment manufacturers, caterers, printers, marquee suppliers, audiovisual equipment providers and incentives



EXPERTISE: Anna O'Kane

specialists. With all this expertise on hand, it's not surprising that many companies hand over the organisation of their event to a third party to take care of everything from booking the venue and guest speaker

through to catering and hiring equipment.

In addition to a number of major tourist attractions, there is an amazing diversity of venues in Leicestershire including educational establishments, hotels, business facilities and sports locations. So there's something to suit just about every style of event from historic charm and aristocratic grandeur to state of the art business and performance facilities.

Leicestershire is also bursting with cultural and arts-related events and facilities – everything within easy reach and, as a result, very attractive to business and leisure visitors alike.

Anna O'Kane, Regional Events Manager for EMB Ltd, the organisation responsible for delivering the regional Business Link, Train to Gain and UKTI services across the East Midlands, says: "It is well recognised that the East Midlands

has some of the best conference facilities available in the UK and that is why many international companies choose to come here for their events.

"It's great that Leicestershire offers such a comprehensive range of quality venues in a location that is easily accessible both nationally and internationally."

The effective use of technology can enhance company presentations, from eye-catching visuals through to video-conferencing and webcasting – enabling more flexibility for corporate events.

Anna continues: "Any company choosing Leicestershire to host their event has access to some of the best technology and expertise in the country."

"Business tourism makes a significant contribution to the local economy. Business Link is committed to making sure even more people realise just what Leicestershire has to offer."

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ADVERTISING FEATURE

Access to expertise

BUSINESS Link aims to provide help and support for businesses to start, grow and succeed – the organisation is the access channel for business help and support across all sectors in the East Midlands.



SUPPORT: Eric Carveth

Anyone planning an event would do well to contact Business Link. With the help of an experienced business adviser you have access to an unrivalled network of organisations and information and stand the best chance of getting the most from your events.

Business Link is not only working with local businesses to help ensure their events are a success. It also works with its partners to promote the region and the facilities it offers.

The diversity and strength of the East Midlands business community puts it in a good position to weather the current economic uncertainties.

Eric Carveth, Leicestershire Area Manager for the regional Business Link service says it is important businesses make the most of the help available. #

“Those businesses that are flexible and start to work smarter and more effectively are the ones that are best placed to grow and succeed.”

In the next 12 months, a host of events is scheduled across Leicestershire aimed at providing access to information and advice to stimulate business growth including:

■ Geographical Information System Business Breakfast, Wednesday, 7.30-9.30am, Walkers Stadium, Leicester: Geographical Information plays an

increasingly important role in many areas of our lives this event is a great opportunity to understand how GI Systems can be used in the business world.

■ Leicestershire Business Event, Thursday, 9.30am-4.30pm, Walkers Stadium, Leicester: Leicestershire's premier business to business exhibition and networking event.

■ Pricing for Success, October 14, 8-11am, NSPCC National Training Centre, Leicester: This event aims to illustrate why pricing is so important to business.

■ Understanding Pre-Qualification Questionnaires, October 19, 9am-5pm, Leicester Racecourse. A free workshop.

■ Is it for you? Saturday, October 31, 10am-4pm, The Walkers Stadium. Free event for anyone wanting help and advice on starting their own business

For information on local events, email info@business-linkem.co.uk, call 0845 058 6644, or visit www.business-link.gov.uk/eastmidlands/events.

Make sure you plan for success

WITH budgets being trimmed, making sure your event produces the best possible results for your business is even more important.

Project planning and management are vital to ensure it comes in on time, on budget and on target.

The following key points should be considered before you begin to arrange your event: Who is managing the project, the purpose of the event, your target audience, the type of event, location/venue, dates/time, budget, evaluation.

You should identify the relevant

people in your organisation who can discuss and agree a written plan to address these points. Once you have an agreed plan, you will find it much easier to look at the details such as speakers, dates, venue capabilities, catering requirements and staffing.



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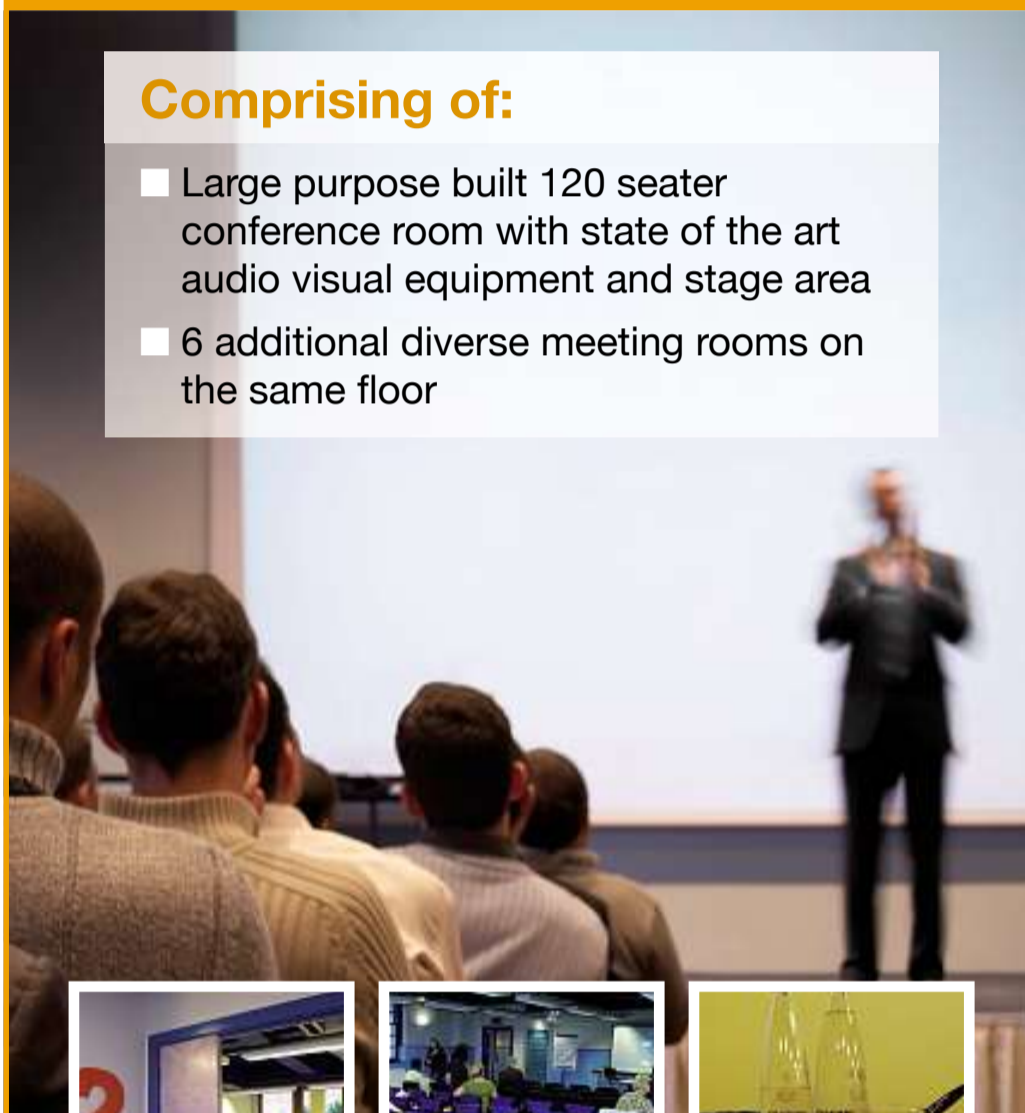
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