

EVENT MANAGEMENT

Client:

East Midlands Development Agency (*emda*)

Campaign:

Thank you to Business Champions event combined with *Championing Change 2006 Awards* ceremony

Brief:

To develop an event platform for East Midlands Development Agency to say 'thank you' to Business Champions - business volunteers who donate their expertise in support of the region.

Solution:

We came up with the concept of a black-tie evening reception with the emphasis on celebrating the achievements of Business Champions and an opportunity for senior-level figures from *emda* to say a formal thank you to Champions for their continued support of the region over the previous five years.

We worked closely with *emda*'s marketing team to come up with the right guest list comprising key members of *emda*'s board, regional partner organisations, influential stakeholders and the all-important Business Champions.

We lined up and briefed the keynote speakers – *emda* chairman Bryan Jackson, chief executive Jeff Moore and the chairman of Business Champions Alastair Eperon. And we devised the content for a scene setting video reel.

The event at Pride Park, Derbyshire provided a central location for delegates spread across the region. During dinner, guests were entertained by magicians and a caricaturist - marking a clear distinction from the usual Business Champions conferences which were clearly business oriented and focused on achieving measurable outputs.

The highlight of the evening was the annual *Championing Change Awards* - which we devised to recognise the outstanding contributions that Champions have made to the region's economic progress – and sponsorship was secured in advance from companies such as Rolls Royce and Experian - aligning appropriate activity strands with their CSR objectives. And a local BBC radio presenter was bought in to front the hosting on the evening.

The awards were devised as a key route to securing heightened awareness of the role and value of Champions' activities and the ceremony served as a peg for a region-wide press campaign targeting every county of the region.

Results:

- Target guest levels exceeded – with almost 200 bookings
- Extensive and entirely positive media coverage achieved across all counties of the region – across regional business magazines, regional dailies and county weeklies.
- Educating *emda*, partners, stakeholders and the less active Champions of the current activities and the different opportunities for involvement.
- Strong example set to business delegates not yet signed up as Champions encouraging them to join.

