

GOLD Event management provided by EELGA

The East of England LGA (EELGA) have been approached by Louise Thomas, Communities Officer, East Suffolk Council to provide event management for a half day Mental Health Stakeholder event. This proposal sets out the suggested approach to support this.

Event Purpose:

To bring together stakeholders to showcase the working that is taking place and as a networking opportunity.

Event Format:

- A half-day event starting at 09:00 – 14:00.
- Plenary session with up to 3 keynote speakers
- There will be a maximum of 5 workshops throughout the day. These will take place in two parts and each workshop will be repeated.
- Advanced workshop sign up
- Market stands / display tables

The event will bring together up to 150 people. The event is aimed professionals and groups delivering mental health support in the Waveney area.

The event will be taking place in the north of East Suffolk Council and is scheduled for February 2025 (half term).

Our Approach Venue Management:

- Liaising with the venue on all the requirements for the day (room layouts, AV equipment, catering etc) and being the main point of contact.

Delegate Management:

- Online registration system and automatic confirmation of booking (booking system set-up for delegates with relevant logos hosted on the East of England LGA website).
- Circulation of joining instructions and reminder emails.
- Delegate enquires (being the first point of contact for any queries, dealing with name changes and cancellations).
- Regularly updating event lead on registrations.

Speaker Management:

- Produce and send detailed speaker briefs approximately four weeks before the event date.
- Liaise with speakers over presentations / biographies (if required).
- Liaise with speakers on all the logistics for the day and be the first point of contact for any queries.
- Liaise with speakers to seek permission for copies of their presentations to be shared after the event has taken place.
- Creation of the chairman's brief – outlining the running order of the day.

Workshop Management:

- Advance workshop session signs up (to be set up using MS forms).
- Produce and send detailed facilitator briefs approximately four weeks before the event date.
- Liaise with facilitators over workshop descriptions and presentations.
- Liaise with facilitators on all the logistics for the day and be the first point of contact for any queries.
- Liaise with facilitators to seek permission for copies of their presentations to be shared after the event has taken place.
- Informing workshop facilitators of how many people have signed up to their session, including an attendance list.

Production of Event Resources:

- Badges to be printed and distributed to attendees on the day.

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- QR codes for agenda and attendance list (to be displayed on the reception desk and spread out across the venue).
- Venue signage, including photo disclaimer.
- Producing slide deck to be used on the day and linking together speakers' presentations.

Event Project Management:

- Organisation of 30 minute MS Teams meetings every other week to ensure everyone is kept up to date with progress and to look at actions for the upcoming weeks. Meetings will take place on a weekly basis 6 weeks before the event date.
- Producing a detailed project plan, including actions and responsibilities so everyone is clear on their roles and what is expected.

On the day event management:

- Liaising with the venue and AV team - checking room layout, equipment, loading presentations and liaising with the catering team.
- Liaising with speakers and workshop facilitators on all the arrangements and checking they are happy with room set up, using AV equipment etc.
- Signing-in delegates – issuing badges and manning the reception desk.
- Provision of one member of staff.

The above makes the following assumptions that East Suffolk Council will:

- Send through all content for the online booking system, including a deadline date for delegate sign up
- Lead on the production of the agenda (including workshop sessions), securing speakers and providing an outline for speaker briefs and facilitator briefs.
- Liaising with round table facilitators (if required).
- Manage event marketing (producing invitation, advertising the event, press releases, promotional videos).
- Provide up to one additional member of staff on the day to support with the signing in of delegates
- Covering all venue and speaker costs.
- Manage all the arrangements for the market stands / display tables
- Provide post-event management.

Please note:

There will be an additional cost if the event is oversubscribed and reserve lists are required, and if bookings are accepted less than a week in advance of the event date.

Optional Extra:

Event Feedback Survey

- Setting up MS Forms, monitoring responses (sending round reminder if required).
- pulling together a report from all the responses received.

Optional Extra:

Virtual Delegate Pack

- Designing and producing a virtual participant pack (using Page Tiger) to circulate round to participants with the joining instructions. To include, welcome, contents page, agenda, virtual event info, speaker biographies, marketing page and further information.
- East Suffolk Council to be responsible for sending through information required
- EELGA to liaise with speakers for photos and biographies

Pricing

Events Manager Day Rate - £450 plus VAT

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Events Administrator Day rate - £250 plus VAT Activity	Events Manager – number of days	Events Administrator – number of days	Totals
Event management	8	4	
Total cost	£3,600	£1,000	£4,600

NB this does not factor in costs for venue hire, refreshments or lunch. Approximate cost all included would be a total of £7,400