

WE ADD VALUE TO YOUR ORGANISATION BY:

Bringing a unique set of skills and knowledge to the table including:

- ✎ Project Management
- ✎ Venue, Catering and AV Management
- ✎ Speaker acquisition and development
- ✎ Financial & budgetary
- ✎ Conference marketing
- ✎ Onsite management, operations and logistics

Helping you select the event tasks that you want to outsource

Enabling you to hold onto certain areas which you feel might be better managed internally

Allowing you to focus on your competency

We will carry out the painful, boring and lengthy tasks associated with organising your conferences so that you have more time on your side.

Saving you overhead costs

We eliminate the need to hire a full time member of staff to take care of your events.

Cutting the right corners!

To save you money whilst delivering a professional and well received conference.

Providing you with an all inclusive quote

No open ends. Creating a detailed brief early on in the process allows us to deliver an accurate quote, including all management costs and add-ons

"Bright Conferences was key to us delivering our annual conference within budget. Taking a proactive approach and working with the various parties to ensure the event ran smoothly and within budget. The team showed a good sense of balance, often working with conflicting objectives to meet our conference objectives"

- Paul Turner, InSync Organising Committee

NEVER WORKED WITH A CONFERENCE MANAGER?

That's ok. We are here to help you figure out what you want. We will help you identify what you really need to achieve your goals and the easiest way to do this is to give us a call or even arrange a face to face meeting.

In the meantime, we have put together this document which uses Bright Conferences as an example of how a Conference Manager can add value to your organisation:

What does a Conference Manager do?

A Conference Manager generally plans, organises and runs conferences with its associated events.

What is a conference and what do you mean by associated events?

A conference generally refers to a meeting or gathering of people, to learn, discuss and network around a common theme or interest area. A typical example would be a group of business managers who get together to learn from experts in their field on how to solve a common problem.

Conferences can take various shapes and sizes especially in length of time and number of speakers. They can also have other elements attached to them such as exhibitions, networking sessions, parties etc – these are the associated events, mentioned above.

How does a Conference Manager work?

The first step is for the Conference Manager to understand what a client wants to achieve from their conference. This helps them to define the scope of the project, the conference structure and what tasks need to be undertaken to create and deliver a professional and successful outcome.

From a Bright Conferences perspective our process is divided into three stages:

- ✎ **Planning the conference** i.e. outlining the tasks that need to be carried out, mapping them out on a timeline and managing this plan (setting the foundations)
- ✎ **Creating the conference** i.e. undertaking all the identified tasks to ensure that all the necessary elements for a successful conference are in place
- ✎ **Executing** i.e. actually using all the elements created during the earlier phase to run the event on the day(s) (building the house)

NEXT STEPS...

- 1. Call us or drop us an email >>>** even if you are not sure what you need. If we can help, we will. If not then we will try pointing you in the direction of someone else who can. There are no silly questions in our books!
- 2. We will work with you to define the project >>>** help you identify what tasks you would like to maintain internally and what you would like to outsource
- 3. We will put together a proposal >>>** to include all the tasks necessary to carry out your project, timelines, a project quote and terms of engagement.
- 4. Get things up and running! >>>** Once you are happy with the proposal and quote, we can go ahead and set up all the necessary processes from our end to start planning your conference.