

# Case Study



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## Name

Public workshop and exhibition

## Type

Free conference to promote the concept of Social Enterprise

## Size

150

## Aim

To create a free informative event for local residents and social enterprises within the borough of Redcar & Cleveland to encourage the development of social enterprise within the local area.

## Location

4\* hotel in North Yorkshire



## Detail

This conference was part of the strategic development programme which focused on professional development and training activities on business models and enterprise issues. The event consisted of various plenary and workshop sessions throughout the day, delivered by national specialists in the area of Social Enterprise. Exhibition and networking sessions were also a key part of the day. Support was also established from The Rt Hon Ed Milliband, who recorded a presentation for the event.

## Scope

Full Event Management & Coordination – including programme planning, budget control, speaker and exhibitor liaison, venue sourcing, negotiation, audio visual, event marketing, delegate registration, design & print, on-site support, account reconciliation, evaluation.

## Result

A very good turnout was achieved and delegate feedback confirmed a highly successful event. Delegates left the event inspired and motivated to develop social enterprises within the local area.

## Testimonial

“This is just to commend you on a job well done. You guys were very professional and well organised. One of the best events of which I have been asked to speak”.

