



Intellect's Event Management Service

exceptional events

exceptionally managed

“ All you want is for someone to **manage** your event for you to an exceptional standard. We can do that. ”

We pride ourselves on delivering events that exceed our clients' expectations and where possible, aim to alleviate the strain and worry of an event from you.

No event is too big or small for us; from four day conferences and gala evenings to small dinners and networking luncheons, we promise you a dream event where you won't need to lift a finger.

From receiving the initial brief, we will establish the framework for a first-class event that achieves its aims and specific requirements.

Intellect's Event Management Service specialises in taking any event from conception to completion.



How it works...

You brief us and we'll tailor our approach to meet your requirements.

We guarantee we'll come within your budget, meet your objectives and exceed your expectations.

Result = you get a perfect event.

About our service

Intellect's Event Management Service has been running for over 10 years, boasting considerable experience in organising events for clients in the public and private sectors.

About the team

- Over 50 years combined experience at event management
- An impressive black book of contacts
- First-class organisational skills
- Long-lasting relationships with clients
- Determined and focused
- Bring a magical touch to all events whatever the type
- Experts at data segmentation

Contact us today

T 020 7331 2011
E events@intellectuk.org
W www.intellectuk.org/eventmanagement

Our services

Our services include:

event profiling

budget management

marketing and branding

speaker and topic research

speaker and delegate co-ordination

venue research, selection and requirements

audio visual production

video, media and graphics

entertainment

catering requirements

accommodation

post-event survey and analysis

Speaker and delegate co-ordination

- Well-versed at dealing with speakers and individuals at every level
- Able to accommodate their every need to ensure they have the best event experience throughout their participation
- Recommend the best people for your event from our vast speaker library
- Send invitations to a targeted mailing list
- Process booking forms and payments
- Provide all your administrative support including delegate packs and badges
- Register delegates at event
- You can simply turn up to the event knowing that every detail has been taken care of

Venue research and selection

- We base our search for your perfect venue on the information provided by you, using number of delegates, time of year, ideal location and venue type
- We will then search a selection of available venues and provide you with a number of options for your event
- Our good, established relationships see us benefit from amazing rates



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Marketing



- We'll provide the promotional literature and advertising for your events
- Provide consultancy on the most effective tools for your campaign
- Offer unlimited access to our marketing team who have the best resources available to provide you with professional communications to market your event effectively
- Provide advertising on our website which attracts an average of 14,000 unique visitors per month
- Smartly target the right audience from our 750 member companies (12,000 individuals) with excellently written and designed html emails which are trackable for performance measurement
- Be part of the design process for offline materials to approve all communications look and feel, you can be as involved as much or as little as you like
- We can promote your event via our wide network of contacts using Twitter, LinkedIn, Facebook, online forums and YouTube

Event type

- No event is too big, too small or too complex!
 - We'll manage the event completely or assist you where required
- | | | |
|-----------------------|-----------------|----------------------|
| • Conferences | • Team building | • Receptions |
| • Gala dinners | • Roadshows | • Breakfast seminars |
| • Cocktail receptions | • Exhibitions | • Christmas parties |
| • Corporate events | • Lunches | • Celebrations |



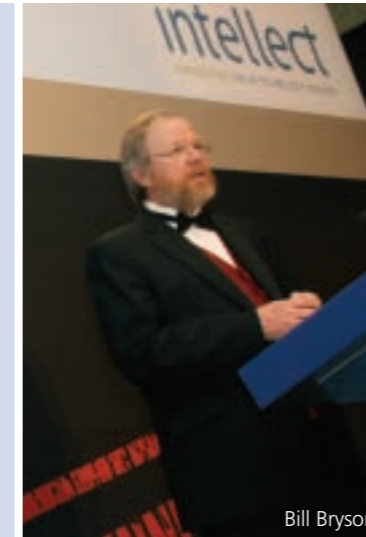
Speakers

Speakers

- We can organise a range of speakers from a variety of backgrounds
- We have welcomed high profile speakers including Sir Mike Jackson, Andrew Marr, Stephen Timms MP, Michael Portillo MP and Greg Dyke.
- Good speakers are hard to come by. As the association for the information technology, telecommunications and electronics sector, Intellect's speaker library provides a valuable (and free) resource for anyone looking for a speaker for their event. Previous speakers include Andy Green, Logica; Warren East, ARM; Helen Keppel-Compton, John Lewis; Gordon Frazer, Microsoft; Chris Chant, Cabinet Office; Vince Cable MP; Angela Knight, BBA; Steve Garnett, salesforce.com and Dr Martin Read.

Post-event survey and analysis

- Assess objectives have been met to help influence future plans
- On-site feedback forms and post event surveys
- Post meeting to discuss implications of these results and next steps
- Supply full cost breakdown and budgetary control



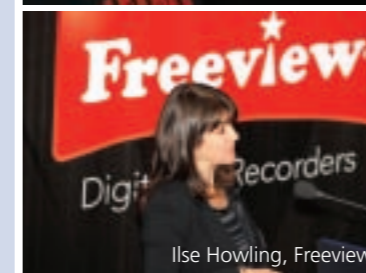
Bill Bryson



William Hague, MP



Nick Robinson, BBC



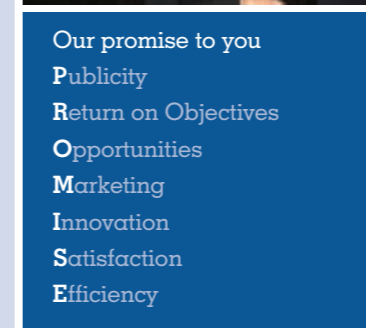
Ilse Howling, Freeview



Jeremy Paxman, BBC



Tim Davie, BBC



Our promise to you

- Publicity
- Return on Objectives
- Opportunities
- Marketing
- Innovation
- Satisfaction
- Efficiency



Ed Vaizey, MP



Boris Johnson, MP

Video, media and graphics

- Concept development
- Website design and creation
- Video and soundtrack production
- Set building



Audio visual production

- Offer guidance on set design and AV requirements
- Work with a venue's in-house AV provider
- Can suggest external companies we have previously used that may offer more competitive rates
- Identify your AV and production requirements whatever your event's size or location
- Help with all aspects of your AV requirements, from designing sets to interactive solutions



Branding

- Align yourself with our logo which is recognised across government and industry
- Take advantage of our reputation as the leading trade association for the UK technology industry
- Believe in who we are and that we won't let you down
- Trust that we'll stay true to our brand values and pour these into your event

Our core values

Collaborative, Authoritative, Pioneering, Reflecting, Indispensable, Cultivating, Engaging



Venue research and selection

- Whether you're looking to entertain clients or staff, we can recommend the best racecourses, golf courses, charity gala dinner halls, manors, gardens, marquees, outdoor venues or alternative venues
- We have taken guests to Goodwood racecourse, Gleneagles, Wentworth, Woburn, Chart Hills, Fox Hills, HMS Belfast, Celtic Manor, HQS Wellington, The Dorchester, Claridge's, The Savoy, The Cumberland, St Martin's Lane Hotel, Marriot Grosvenor Square, One Bishops Square, Tower Hotel, Lancaster London and The Millennium Gloucester



Hospitality/Entertainment

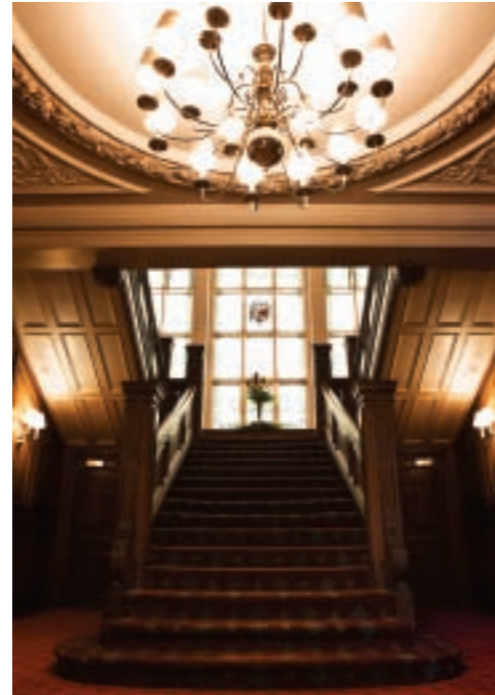
- We can create excellent events that will wow and entertain your guests
- Our team of experts will guarantee to make your event a truly memorable occasion
- We will ensure that every aspect of your event is of the highest standard
- Our services include full event theming, music and entertainment, catering, venue research, table decorations, lighting and full event management





Catering requirements

- On-site or off-site we will guarantee you unrivalled quality of food and beverages to suit your events' needs
- Breakfasts – continental style to cooked
- Brunch – pancakes to scrambled eggs
- Lunch – buffets or sit down meal
- Dinners – three to five courses
- Cocktail receptions



Looking for somewhere to stay?

Accommodation

- We'll extend to you our preferential rates that we have arranged with four and five star venues in central London and regionally
- We'll negotiate the best one off room prices specifically at the venue hosting your event
- Two or three star more within your budget? We've got contacts to get you the best rates

The Annual Intellect-OGC Conference: 'Doing more for less with ICT'

In association with OGC
Sponsored by Cable & Wireless



Background The UK public sector is facing an unprecedented fiscal challenge: it must identify short-term cashable savings and build longer-term sustainable solutions. Championing the role of ICT in delivering operational efficiencies as well as improved services to citizens has never been more important.

What happened? This conference explored the challenges in the context of the Government IT Strategy and Public Sector Reform agendas as well as the Operational Efficiency Programme, building in links to innovation and sustainable procurement. Recognising our place in the global economy, we also took an international perspective giving delegates the opportunity to understand how other nations are responding to common challenges. This conference gave delegates a unique opportunity to explore these issues among peers from the public and private sectors.

Who attended? Intellect members with an interest in the public sector market, as well as public sector officials interested in using ICT to generate efficiency savings and service improvements.

Speakers included:

- Ian Pearson MP, Economic Secretary to the Treasury
- Nigel Smith, Chief Executive, Office of Government Commerce
- John Taylor, CIO, Ministry of Defence
- Bill McCluggage, Deputy Government CIO, Cabinet Office
- Martin Bellamy, Director, Office of the Government CIO, Cabinet Office
- Dean James, CIT Chief Operating Officer, Department for Work and Pensions
- John Collington, Group Commercial Director, Home Office

Partnered Event (e-Skills Week Conference)

Background European e-Skills Week was a campaign designed to highlight the growing demand for skilled ICT users and professionals to drive a competitive and innovative Europe. The campaign sought to inform students, young professionals, industry and policy makers about the vast range of opportunities that ICT-related jobs present. The week was an initiative of the EC-DG ENTR, being co-ordinated by DIGITALEUROPE and European Schoolnet in conjunction with 20 national partners, of which Intellect was one.

Intellect was approached by the European Commission to work with a number of stakeholders to promote UK best practice in the area of e-Skills during European e-Skills Week.

What happened? Intellect was involved in a number of marketing activities centred around e-Skills Week which began with a conference hosted by BIS (Department for Business, Innovation & Skills). The conference aimed to bring together industry, academics, policy makers and education specialists.

Attendance was free of charge and there was also the opportunity to take stand spaces during the conference.

Speakers included:

- Stephen Timms MP, Minister for Digital Britain & Financial Secretary to the Treasury
- Margaret Sambell, Deputy Chief Executive, e-Skills UK
- David Clarke, Chief Executive Officer, The British Computer Society (BCS)
- Lizzi Holman, Senior Policy Advisor, Education and Skills Group, Confederation of British Industry (CBI)
- André Richier Principal Administrator, European Commission, Brussels
- Stephen Dodson, Director, DC10Plus
- Gareth Preece, Skills Specialist, UK Trade & Investment (UKTI)
- Gina Fegan, Chief Executive Officer, South East Media Network (SEMNI)
- Sue Black, Head of Department of Information and Software Systems, University of Westminster
- Stephen Uden, Head of Skills and Economic Affairs, Microsoft
- Steve Wainwright, Senior Director, Oracle
- David Brett, Global Staffing COE - EMEA Lead, Motorola
- Phil Jones, Managing Director, Wired Sussex
- Kevin Streater, Executive Director, IT & Telecoms, Open University

Annual Regent Conference (private sector conference)

Client: Regent Partners International Ltd

Background: As members of Intellect, Regent knew of our team's expertise when organising conferences. Following the fast growth of their event they realised they needed assistance to ensure its continuation.

What happened? Now in its 15th year, this is a one day conference held at the beginning of the year that provides the best annual overview of market expectations for the immediate future. Under the chairmanship of Jeremy Paxman and more recently Nick Robinson, the BBC's political editor, presentations and debates were lively yet focused.

What was the outcome? Intellect has now been running this event since 2004 and it has become the key conference in the IT industry's events calendar attracting an audience of around 300 CEOs, MDs and directors. It has welcomed a number of reputable speakers including ICT Analyst Richard Holway, Doug Richard of Dragon's Den fame and representatives from Google, Microsoft, SAP, Northgate Information Solutions, Computacenter, CSC, Yahoo!, and Experian.

“The management of all aspects of the event, including the planning and preparation, the issues on the day and the follow-up feedback and communication have been impeccable. Tina Compton and her team have considerable experience in event management that gives us considerable comfort.”

Peter Rowell, Executive Chairman, Regent Partners International Ltd



Goodwood Races



Background Widely regarded as the world's most beautiful racecourse, Goodwood really is the perfect place to enjoy horse racing and socialising at its very best.

Intellect welcomed guests to the exclusive hospitality village within the Richmond Enclosure, situated beyond the winning post. The Horseshoe Pavilions have a unique café atmosphere with a jazz band to entertain guests between races.

The highlight of the day is the 'Totesport Mile', which was first run in 1987. To help guests increase their chances of winning, we had our own racing tipster Mike Cattermole and ex-jockey and Goodwood winner John Reid MBE, who both shared their expert knowledge and gave insider tips! There was also the opportunity to meet both guests and to go to the paddocks with them.

Event process for corporate entertaining day at Glorious Goodwood for Intellect members and their clients

- Secured sponsor and host for Glorious Goodwood
- Negotiated with venue on logistics and price
- Secured private area for approx. 80 guests for a sit down four course meal with refreshments and tea
- Booked tipster and previous jockey who would both join guests on the day and provide expert knowledge and insider tips
- Mailed promotional brochure to targeted data list
- Began email marketing campaign
- Sent badges and car park tickets to table hosts to distribute to their guests
- Designed and printed menu, table plans and place cards
- On-site event management for the day

"Thank you for a wonderful day at Glorious Goodwood. I thought the hospitality, the arrangements and of course the company were all first class. A great event."

Tom Bradley, Partner, DFJ Esprit LLP

"Thank you to you and all the team for a truly fabulous and extremely well organised day – we all agreed here this morning it was a great success and one of our best marketing events."

Hana Glanville, Business Development Director, Regent Associates

"Thank you and the team for an excellent day out that I thoroughly enjoyed."

Mike Kennedy, Partner, Acuity Capital Management Ltd

"Thanks for an excellent day at Goodwood. I thoroughly enjoyed myself and for once found myself up on the day! As always, the venue and organisation of the whole day was excellent."

Oliver Scott, Director, Corporate Finance

Annual Charity Golf Tournament

Background The Intellect Annual Charity Golf Tournament offers the perfect opportunity for delegates to reward clients, suppliers or partners whilst contributing to charity at the same time. Each year a different charity is supported.

What happened? The competition, usually held in the autumn, is played to Stableford rules and prizes are presented for the first, second and third teams, longest drive and nearest the pin. Teams consist of four players and all abilities and handicaps are welcome. The package included a full English breakfast, green fees, drinks at the prize giving reception and a three course meal with wine.

"Unit4 are delighted to be sponsoring the 2010 Intellect Annual Charity Golf Tournament, which has always been an extremely professionally organised event. We believe this is an ideal way to entertain our customers whilst making a donation to charity."

Darren Hunt, Sales and Marketing Director, UNIT4 Business Software Ltd



Annual Charity Ball

Background: Intellect has been running the annual charity ball since 2000 with proceeds exceeding £380,000 going to a different charity each year. Past charities include Starlight, Barnardo's, Leukaemia Research, Ace Centre, iT4Communities and AbilityNet. The event is themed and we have delighted guests with nights at The Moulin Rouge, Las Vegas, The Movies, Atlantis and The Orient Express.

What happened? This annual event held at an elegant central London location attracts over 250 guests. Intellect organises all the entertainment, fundraising and marketing to ensure the event's success.

What was the outcome? The charity ball is now firmly established within Intellect's calendar and has become an ideal event for members to entertain clients as well as enabling them to make a charitable contribution.

"It was a great opportunity to be with customers and colleagues in a less formal environment - allowing everybody to get to know each other better and making the work of Intellect and the ITC more familiar to some of the guests. Through the charity ball, Sefas has strengthened new and existing relationships with key customers - as well as participating in raising some money for very worthy causes. All of Sefas' guests have written offering their thanks and expressing how impressed they were with the event itself."

Giles Hill, Managing Director, UK and Northern Europe, Sefas Innovation Limited



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Sponsors and partners include:

ActivIdentity UK / Arqiva / BAE Systems / Barclays / Beachcroft LLP / Blake Laphorn / Broadband Stakeholder Group / BT / Cabinet Office / Cable & Wireless / Capgemini / Computer Weekly / Detica / Digital Radio UK / Digital TV Group / Domestic & General / ERT / freesat / Freeview / Fujitsu / GfK / Hunton & Williams / ICON Corporate Finance / IBM / Intel / Lockheed Martin / Logica / Memset / Microsoft / Norton Rose LLP / Ofcom / Oracle / Postcode Anywhere / QinetiQ / Regent Partners International / Scottish and Southern Energy / South East Media Network / Steria / Symantec / Tata Consultancy Services / Teacher Stern LLP / Technisat / Teradata / Thales / Tibco / Trade Fair / Unit4 Business Software / Wipro Technologies / Xerox Global Services



“Intellect’s Event Management Service is outstanding; the team work to understand the exact requirements to deliver a professional event. The team is reliable, responsive and committed to providing the best possible service.”

Rachel Kemp,
Channel Marketing Manager, Cable&Wireless Worldwide



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Intellect's Event Management Service

Enquiry form*

Event type

Conference Full day Multi-day Half day
Corporate hospitality Racing Golf Charity event
Networking Dinner Lunch Breakfast meeting Drinks reception Awards
Other (please specify)
Event size 1-20 delegates/guests 20-50 delegates/guests 50-100 delegates/guests 100-200 delegates/guests 200+ delegates/guests

Do you have a date in mind? If so, please specify.

Do you have a fixed budget?* If so, please specify.

Name Job title

Company.....

Address.....

.....

Telephone..... Email.....

* Please note we take a flexible approach and are able to offer you an event solution whatever the budget.

**Please call to discuss any aspect in further detail on 020 7331 2011 or email us at events@intellectuk.org for your personalised quote.
 Please fax your completed form back to 020 7331 2196.**