

“Excellent, the event was a great success things went very smoothly and delivered on time and on budget - excellent work.”

Tony Jones, Director, London
Biotechnology Network

Biotechnology Means Business

Objectives

Methods

Results



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www.ya-ya.co.uk

Case Study

The Biotechnology Mean Business Initiative was launched in 1996. The programme ran a launch conference at the QEII Conference Centre in London and then a series of 130 roadshows attracting between 50-100 delegates per event.

- Create:
 - Exciting seminar and conference programme for the events
 - Audience of commercial and technology companies to help suppliers expand their market
 - A one stop shop for sponsors, exhibitors and delegates to have all their event queries answered effectively and on time.
- Ensure the business world was educated to the benefits of using biotechnology
- Co-ordinate and manage the event's organisation and logistics
- Market and sell exhibition space to suppliers of biotechnology services & products
- Attract big name suppliers to the exhibition hall to enhance business development
- Attract delegates from around the UK

- Event management including strategy, all delegate and exhibitor contact, liaison and payments
- Raise awareness and attract attendance from the industry
- Speaker Management
- Event production and audio visual
- Event Partnering
- Development of a media strategy, including deals with the audience specific journals, and National media
- Online and offline advertising designed and placed to increase awareness within the target audience
- Creation and design of all marketing materials, to attract both academic and industry audiences
- Creation and design of all materials at the conference including the handbook and all signage
- Management of all on site staff to ensure smooth running throughout the event

- Over 800 delegates attended the events over 3 years
- 10 exhibitors per event
- Positive feedback from the market

If you need any more information or fancy a chat about your event call Anita on 0207 989 2424 or contact anita@ya-ya.co.uk