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Case Study

Genomes to Systems Conference

The Consortium for Post-Genome Science was established in 2001 as a cross-institutional initiative based in England's North West, designed to accelerate developments in post-genome science and technology. In 2003, the Consortium organised its first conference, a successful low-key event targeting a niche audience of academics from the North West of the UK. Following on from this success, the decision was made to stage a second conference and to make the step from a local event towards a globally recognised academic event with a more commercial focus.

Objectives

- Co-ordinate and manage the event's organisation and logistics
- Organise exhibitors of post-genome technology
- Attract big name suppliers to the exhibition hall to add credibility to the conference
- Attract industry sponsorship
- Attract delegates from around the globe

Methods

- Event management including strategy, all delegate and exhibitor contact, liaison and payments
- Speaker management
- Organisation of an evening network event
- Management of all on site staff to ensure smooth running throughout the event

Results

- Over 500 experts in post-genome science attended the 2nd conference (September 2004) with over 700 at the March 2006 conference, both exceeding attendance targets
- Over 50 leading suppliers in post-genome science, including many multi-nationals, exhibited their products, reporting high levels of sales leads
- Positive feedback from all exhibitors, scientists and experts

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