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## Case Study

### Investor All Stars Award Ceremony

#### Objectives

GP Bullhound launched, in 2004, a major new Awards event which attracts over 600 of the movers and shakers from the venture capital and investment world. The event is firmly established in the calendar for VCs to celebrate the year's achievements and successes.

- To achieve event production on a budget of £18k
- Co-ordinate and manage the event's organisation and logistics
- Sourcing of keynote speakers
- Attract delegates from around the UK

#### Methods

- Event production which included slide production, Keynote speaker management and briefing
- Creation and design of all materials at the Awards including the handbook and all signage
- Management of all on site staff to ensure smooth running throughout the event

#### Results

- Over 600 people attended
- A £50,000 event was achieved on a budget of £18k
- Positive feedback from the market and GP Bullhound

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](mailto:anita@ya-ya.co.uk)