

ya-ya

“Ya-Ya Events did a great job with metabolomics 2007 and how wonderful it was to get to work with you guys.”

Rima Kaddurah-Daouk, President,  
Metabolomics Society



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## Case Study

### Metabolomics Society Annual Conference

#### Objectives

- Ensure the commercial success of the event
- Co-ordinate and manage the event's organisation and logistics
- Market and sell 500m2 exhibition space to suppliers
- 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
- Use of Ya-Ya Events extensive contacts to raise awareness and attract attendance from the industry
- Online and offline advertising designed and placed to increase the awareness to 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
- 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 conference exceeding attendance targets
- Generated £70k of sponsorship revenue and £110k of delegate revenue exceeding revenue targets
- Over 40 leading suppliers in post-genome science, including many multi-nationals, exhibited their products, reporting high levels of sales leads
- Over 300 posters exceeding expectation
- Positive feedback from all exhibitors, scientists and experts
- Decision to go ahead with the 4th conference, scheduled for September 2008

**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)**