

ya-ya

“With only 10 hours to go, all looking as not going to happen - but golly Ya-Ya Events did it - excellent.”

Susan Butler, Communications
Director, Nesta

Nesta Annual event

Objectives

- Ensure 30 Awardees displayed their innovations in a professional and innovative way
- Co-ordinate and manage the event's organisation and logistics
- Market and co-ordinate registration
- Attract big name keynote speakers to the conference
- Attract delegates from around the UK

Methods

- Event management including strategy, all delegate and exhibitor contact, liaison and payments
- Raise awareness and attract attendance from the industry
- Speaker Management
- Event Partnering
- Creation and design of all marketing materials, to attract both Awardee 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

Results

- Over 600 delegates attended
- 30 exhibitors per event
- Positive feedback from the market, NESTA and Government



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www.ya-ya.co.uk

Case Study

Nesta (National Endowment for science and technology) is a lottery funded organisation which promotes innovation and creative thinking within the UK. Nesta wanted to run an event which attracted their current and previous awardees to network potential investors and government officials. We worked with Nesta to develop an exciting format of showcasing the best Nesta awardees via an exhibition format and a series of case studies and main plenary sessions. The event is an ongoing success.

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