



t: +44 (0) 207 989 2424

[www.ya-ya.co.uk](http://www.ya-ya.co.uk)

## Case Study

### SMART Micro Ceremonies

#### Objectives

- To ensure all companies were aware of the Smart Micro Ceremonies
- To recognise the achievements of companies
- Create a professional and dynamic environment
- Ensure a professional communication with all delegates

#### Methods

- Invitation management which included a tele call to all invited delegates
- Delegate management and communication resulting in a weekly report on who had accepted invitations
- Brainstorming event format and location
- Event management including event format
- Delegate invitation management
- Delegate Registration and management
- Onsite logistics
- Sourcing keynote speakers and presenters
- Event management including the fast and efficient calling of Awardees to stage

#### Results

- 92% of companies who received grants attended the events
- Excellent feedback from Awardees, Local Government and DTI

**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)**