



Public Sector

The partnership has considerable experience working with the public sector within London

Business Link for Essex, Essex in Boom

Objective: To manage the inaugural years award programme and gala dinner and improve into the second year.

Delivered: Achieve over 200 entries in the first year culminating in an awards dinner for 700 local SME's, sponsors and stakeholders.

Outcome: Essex in Boom was established as its own brand and is now in its third year and part of National Enterprise week Essex.

LDA, Jumpstart 2005

Objective: To deliver the annual 2-day Jumpstart conference for Europe in London. Key objectives included delivery of information regarding London Jumpstart programmes, access to information on European programme and other LDA initiatives.

Delivered: Coordinated the database and invitation process for a European database of 200 contacts, created the delegate pack and inserts, coordinated the venue, caterers, audiovisual and off-site delegate visit.

Outcome: A very successful event with positive feedback – see attached testimonial

LDA, Knowledge Transfer Business Project Presentation

Outcome: In excess of 90 guests were present representing both private and public sector organisations.

Objective: Launch of 2007 projects available for corporate organisation and Universities.

Delivered: Created and distributed an invitation to an evening reception to a database of 250 contacts, liaised with the venue, caterers, audiovisual company and speakers regarding requirements and timings.



Business Link for Essex, Family Business Programme

Objective: To provide 20 workshops to the Family Business SME sector on a variety of topics from Finance to Marketing. Audience targets of 25 – 30 delegates.

Delivered: Created a programme of events, arranged contents, speakers and venues. Created a marketing flyer (post and electronic) and promoted the programme to a database in excess of 2000 contacts. Coordinated responses liaised with speakers and venues.

Outcome: Successfully delivered 20 events within the county of Essex, achieved audience attrition of less than 1 %. Programme was demonstrated as “best practice” and repeated throughout the East of England region.

London Borough of Havering, Havering Business Awards

Objective: To develop an awards programme for the London Borough of Havering.

Delivered: Created the awards programme concept, sponsorship launch and subsequent contracts, design and print of all support material, site plan and content of the awards website, media relations, awards management including entry administration and judging, event management including sale of tickets, audio visual requirements and onsite co-ordination.

Outcome: 178 entries for the awards from a business community of 7000 within the LBH, 610 people attended the black tie awards ceremony. Key speakers for 2005/06 Paul Ross & John Challis.