

York Conferences, at the University of York, are delighted to be working in partnership with Mosaic Events, an established York based event management company who have a proven track record of delivering effective event management services over the past 12 years.

Testimonial

'I found the service provided by Mosaic Events (in partnership with York Conferences) professional, organised and informative. Although I was not directly involved in liaising with Mosaic about our registration requirements we found staff extremely easy to talk to, helpful and polite. The information provided during the registration process was clear and concise and provided all the relevant details required. I personally found it helpful to be able to log into the system at any time and update records accordingly. The event ran very smoothly and the delegates enjoyed their time at Kings Manor and in sunny York. Thank you for your assistance'

ALISON BURTON OF EDAMBA – 2014



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Unique approach – proven results

We believe that One Size Fits One – we don't try to push a square peg into a round hole – we understand that our clients have different needs and provide the right service to suit you.

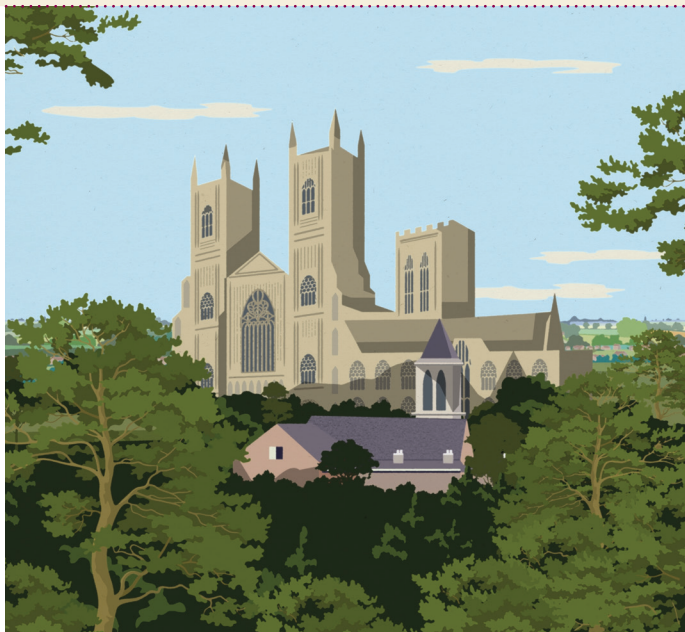
Successful events – as standard

York Conferences in partnership with Mosaic Events will provide on-line registration using our leading event management software – www.cvent.com. This system offers 24 hour reporting to ensure you are informed of the progress of your event.

Saving you time and costs

From years of experience we have developed a robust project management system which allows us to provide you with concise reporting and effective event management.

We use efficient in house management systems to produce project plans as well as provide detailed time sheets which allows us to have a transparent pricing structure so you can see exactly where your budget will go and what return you get on your investment.



Delegate management services

A full list of inclusions are listed on the next page.

- Fully customised website with event branding and logos.
- Online Delegate Management.
- Delegate Registration either online, phone, post, fax or e-mail.
- Act as the main point of contact for all enquiries for your event.
- Make bookings and assist with accommodation, travel and other requirements.
- Agenda and Session Management.
- Surveys covering all grounds from why they registered, what their thoughts were, why someone cancelled and why someone turned down the chance to attend your event.
- We can manage all payments and accept all major credit cards (in some circumstances charges may apply, please see prices).
- We will provide coloured printed badges and you have a choice of either a clip and pin holder or a plain lanyard and plastic holder.

We also offer a number of additional services which can be found at the end of this brochure.

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Prices and inclusions

NO of delegates	Internal Rate (no VAT)	External Rate (ex VAT)	External Rate (inc VAT)	Minimum Numbers
1-149	£16.00	£16.00	£19.20	30 <i>although this is negotiable</i>
150-249	£15.00 per person	£15.00	£18.00	150
250-499	£14.00 per person	£14.00	£15.40	250
500+	£12.50 per person	£12.50	£14.00	500

Credit Card charges apply Approx 1.68%

Inclusions:

Website

- A fully customised website template with the branding based on your website and full on-line registration.
- Optionally secure the event website by requiring a password.
- Integrate the website with social networking such as Facebook, Twitter and LinkedIn to allow registrants to instantly market your event as required.
- Promote sponsors on the event website.
- Invitees can also view the location and full details for the venue including transport links and car parking and interactive mapping.
- Invitees can cancel their place in advance directly online so you have a better idea of the final numbers.
- Prior to each event to ensure every invitee will receive email confirmation along with full details and maps/directions for the event, the email would carry your branding.
- Real time reports – access to view who is attending at each location at any time leading up to the event.

Delegate registration and management

- We will cleanse any existing databases throughout the event process and ensure your database is kept up to date and developed.
- We will act as main point of contact for invitees leading up to the event so delegates can call our office rather than your team saving you time.
- We can provide options to encourage invitees to forward invitations to colleagues during the registration process.
- Options to allow invitees to sign up guests and bulk registrations.



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Agenda and session management

- As part of the online website we can add an online agenda so invitees can see the outline timings for the event.
- All delegates when registering will have the ability to book their breakout sessions as part of their registration process. This will then allow speakers to access this information prior to the event.

Event surveys

- In addition we can produce pre-registration surveys online – for example to find out why delegates want to attend, if they have they attended your event in the past, what factors affect their decision to attend.
- Provide post event evaluation – considering all objectives and if they have been achieved invitees will have the chance to provide feedback on the event.

- Cancellation surveys – for those who cancel their place at any event we can ask a few questions as to why they had to do so and the reasons behind this.
- Also we can offer regret surveys for anyone who declines the invitation to attend to find out their reasons behind their decision.

Payments

- All major cards will be accepted from delegates, however additional credit card charges will apply and orders can be raised automatically for organisations that need to obtain PO numbers to attend.

Badging

- We will provide colour printed inserts for badges for the event and a choice of either a clip and pin badge holder or plain lanyard and plastic holder.



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Additional services we can offer for your event:

Project Management, Budget Management and Venue Liaison

- Mosaic Events will provide one point of contact who will act as the Project Manager for your event.
- We would produce a working project plan which outlines key responsibilities including a time-line document.
- Agree a schedule of meetings in which items such as the content of the event and key note speakers will be agreed.
- Organise and arrange all meetings and agendas and also take minutes and circulate to committee members (if required).
- Advise on the event programme and how to run the day.
- Oversee the budget for the event, and ensure the budget guidelines are being adhered to and provide monthly financial performance reports as required.
- Manage all income fees from delegates, creating receipts where relevant after payments have been processed.
- Collect all income fees from sponsors and issue invoices / receipts as required.
- Authorise event cost payments and make payment directly to suppliers.
- Post event you will be provided with a full breakdown of costs/income and then provided with a payment of the surplus.
- Organise catering and on-site facilities and ensure accessibility requirements and special arrangements are considered and met – York Conferences and Mosaic Events would manage all logistics in the run up to the event, and ensure that all catering and delegate requirements are considered.
- We have great understanding of the facilities at York Conferences and therefore can provide advice of the best way to utilise conference space booked.



Cost breakdown

INTERNAL

£534.00 per day

EXTERNAL

£540.00 (ex VAT) – £648.00 (inc VAT)

For example a conference x 200 people would need around 4 days consultancy

Full time sheets would be provided

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Speaker management

- Liaise with speakers and assist with securing them.
- Agree budget and then secure main headline speakers as soon as possible so they can be incorporated into the marketing message.
- Manage contracts and fee payments for speakers where relevant and ensure confirmation sent to all.
- Mosaic Events will ensure that all speakers and workshop facilitators are briefed on what is expected of them before and during the event and ensure all of their needs are covered.
- Obtain any notes or PowerPoint slides to be used at the event (if required) and arrange presentations and equipment for speakers and facilitators.
- Book and arrange any transport/special requirements for speakers.
- If required we can also offer speakers training along with scriptwriting services (this would be charged for in addition).
- We would also assist with the co-ordination of the Chairs for each session to ensure this runs smoothly.

Cost breakdown

COST PER SPEAKER

Internal £42.00 per person /

External £45 (ex VAT) £54.00 (inc VAT)



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Sponsorship management and income generation

- We will promote your event to exhibitors/ sponsors to maximise revenue for the event.
- We would review the current sponsorship and exhibition packages in place then make recommendations to maximise income (often our recommended packages actually are developed around a 12 month framework giving the commercial company activity throughout the whole year not just before and straight after the conference).
- We would promote packages on your behalf to an agreed list between client of potential exhibitors and sponsors including new contacts from us.
- We would use email, telephone, meetings and social media to promote the event and packages.
- Maximise floor space at York Conferences and draw up floor plans, providing each exhibitor with a manual for the event to include set up and de-rig notes.

Generating income

COST:

INTERNAL

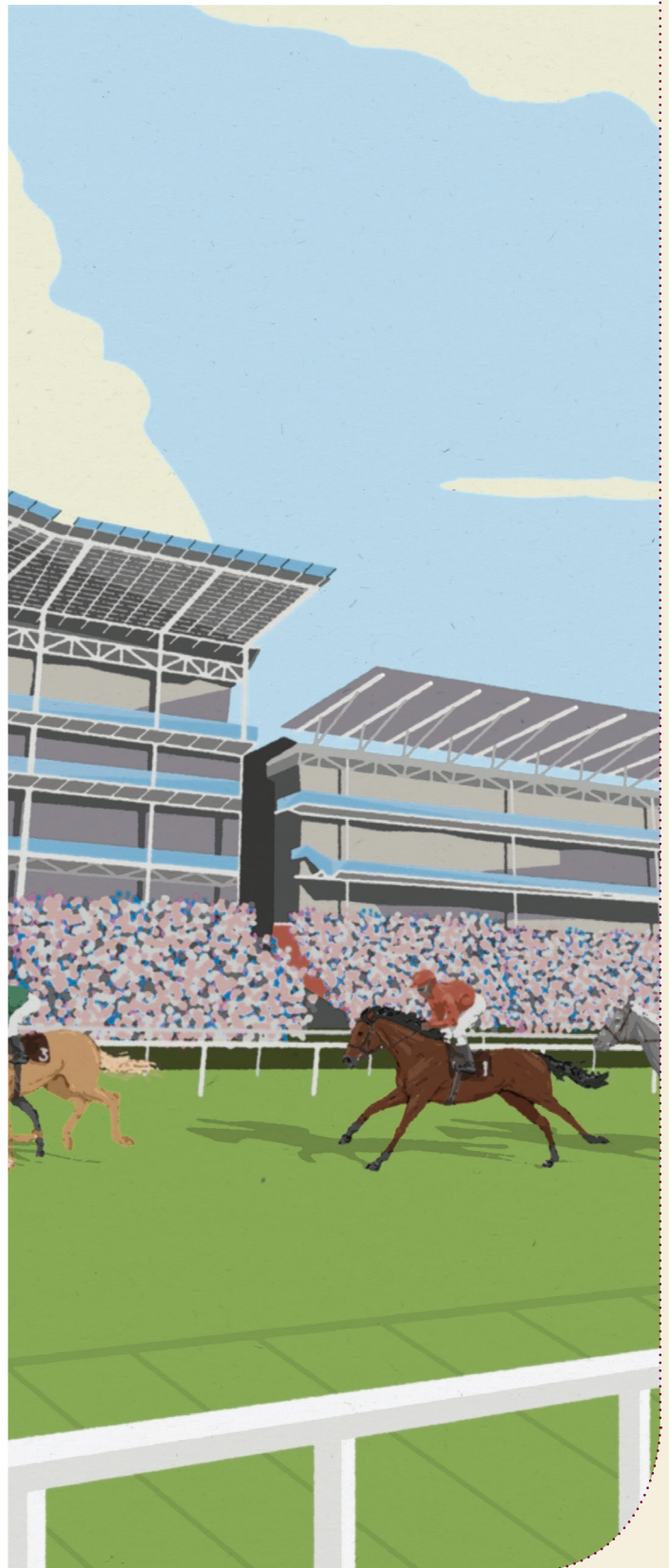
£354.00 per day

EXTERNAL

£360.00 (ex VAT) – £432.00 (inc VAT)

Rates are per day, for the first 4 days consultancy then an additional £180 per day plus 15% of the overall income achieved.

Full time sheets would be provided.



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Exhibition management

- Take bookings online or in hard copy – we would produce an exhibitors booking form and terms and conditions.
- As part of our service we would ensure all health and safety regulations are adhered to and that all exhibitors are being given advice required.
- We will cleanse any existing databases throughout the event process and ensure your database is kept up to date and developed.
- Act as main point of contact for exhibitors leading up to the event.
- Make bookings as per exhibitor's requests in terms of accommodation, travel and other requirements.
- Prior to the event each exhibitor will receive confirmation along with full map of directions this would also carry your organisations' branding.
- Produce financial and management reports.
- Manage all exhibitor payments and chasing monies outstanding and issuing receipts.
- Pull together material for the delegate pack on the exhibitors.
- Collate all inserts for the delegate pack and pack these and ensure these are placed on registration for your delegates' arrival.
- We try to make all of our events more sustainable so would provide exhibitors with guidelines on how to be more sustainable if this was something they would like to adopt.



Exhibition management

INTERNAL

£354.00 per day

EXTERNAL

£360.00 (ex VAT) – £54.00 (inc VAT)

Rates are per day, and you will be charged for the time required.

Full time sheets will be provided.

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Event marketing

- We would come up with a marketing plan for this event which would be separate to the working project plan.
- We will assist with ideas to generate delegate attendance.
- Mosaic Events would look to increase a list of new delegates by undertaking primary research and continue to develop the current mailing list.
- We would be able to assist with generating better delegate attendance by ensuring all delegates that had attended past events are e-mailed the flyer, together with looking at new target audiences.
- Produce both pre and post event press releases to be circulated, at all times we would look to gain press buy in and tapping into key topics that are stimulating the media.
- Mosaic Events would look to undertake a telephone marketing campaign also to gain maximum numbers for the event.
- Dependent on budget we could also look at advertising opportunities and ensure the event is listed on any websites that offer listings for free or set up any contra deals possible to gain maximum exposure.
- We will produce an email flyer to be sent to delegates along with a hard copy producing, this software provides statistical information such as detailing which contacts have opened the e-mail, which have clicked through to the website and shown interest and what e-mails bounce back in an excel format. Please note this is **unlimited** and you are able to send as many emails as required.

Cost breakdown

MARKETING PLAN AND ACTIONS ASSOCIATED (PR ETC)

Internal £354 per day / External (ex VAT) £360.00 / External (inc VAT) £432.00

WEBSITE AND EMAIL MARKETING

Included within the delegate management fee as shown

Cvent email included in the delegate management package



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On site event management

- As delegates and exhibitors arrive at the venue they will be registered and given a delegate pack and welcomed by our event team.
- Our team would manage the registration desk throughout the event and ensure all syndicate rooms had the correct signage in place.
- We would put out exhibitor signage on each allocated space (A4 size printed colour sheet per stand) accompanied by exhibitors notes.
- We would always complete a thorough risk assessment, which we would undertake on your behalf and we would then complete another assessment at the event.
- We would be on site throughout the whole event to ensure all queries are answered, to deal with the delegates, audio visual, catering staff, sponsors and exhibitors.
- We will provide a first aider as a member of the events team.

Cost breakdown

Internal £534.00 / External (ex VAT)
£540.00 / External (inc VAT) £648.00

1 x Experienced Event Manager per eight hour day

Internal £414.00 / External (ex VAT)
£500.00 / External (inc VAT) £345 plus VAT

1 x Experienced Event Coordinator per eight hour day

Please note we work on one member of our team per 100 delegates so this may change subject to final numbers.

COSTS NOT INCLUDED IN PACKAGES HIGHLIGHTED

- Postal charges for large mail outs (delegate confirmations are included)
- Bought in data/ mailing lists
- York Conferences venue costs
- Accommodation or food for event management staff
- VAT

If you would like your events to be distinctive, professional, successful, lucrative and hassle free then contact us today and we can meet with you to discuss how we can help achieve your goals.



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