

# CASE STUDY Event Management



## Institute of Directors



## Director of the Year Awards 2006 at Leeds Town Hall

### CLIENT

Henshaws College is one of the UK's leading providers of life skills training for visually impaired young people with additional disabilities. The College launched its Living Life Campaign in March 2005 to raise £7.5m to re-develop residential facilities on campus, bringing outdated accommodation into line with DDA regulations.

### OBJECTIVE

Cicada was appointed in June 2003, at a time when the College was virtually unknown, to raise the profile of Henshaws in the run up to the launch, then to manage a sustained communications drive to keep the campaign in the public eye. Cicada's role included media relations, sponsorship opportunities and introducing the Henshaws fundraising team to key contacts across the region.

### IMPLEMENTATION

Cicada secured one of the region's most prestigious venues, the Leeds Town Hall. As the main contractor of the event, Cicada was responsible for coordinating all elements of the event, including the venue, suppliers, speakers and sponsors. As well as the copywriting, Cicada managed the design and print of a 32 page souvenir brochure which the 400 guests took away with them.

The team at Cicada were also in charge of inviting key Yorkshire business people to join the judging panel. In the weeks leading up to the event, Cicada liaised with finalists of each of the eight categories to gather details of their achievements for pre-event press releases and for photographs and logos to use in the AV presentation.

Cicada also liaised with the 11 sponsors for the production of their showreels, for information for the souvenir brochure and to brief them on their roles on the night.

The coordination of the production of the AV presentation which ran on the night also fell to Cicada, who had to liaise with the designer, host, the client and the sponsors to ensure all the information was included. Cicada scripted the entire event for the host, the broadcaster and business woman, Adrienne Lawler.

The official photography of the event was co-ordinated by the team at Cicada, who ensured that enough photos were taken for media purposes and as a snapshot of the night for publicity in the IoD newsletter.

Finally, Cicada fielded a team of five experienced event co-ordinators to ensure that the event ran smoothly and that all the elements of the complicated co-ordination came together.

### RESULTS

More than 400 leading business people from Yorkshire and Humber gathered together to celebrate business diversity within the region.

Key members of the Yorkshire media also attended and Cicada secured extensive media coverage in the run up to and post event.

Cicada engaged the help of nine eminent business people from across Yorkshire to act as judges for the eight awards.

Finally, the majority of the 2006 sponsors have committed to sponsorship of the 2007 Director of the Year Awards based on the success of the event this year.