



W: [www.azuraevents.co.uk](http://www.azuraevents.co.uk) M: +44(0)7584 176583 E: [info@azuraevents.co.uk](mailto:info@azuraevents.co.uk)

It is necessary to identify the type and level of service you require to ensure that you do actually need a PCO and that the Azura Events can meet your needs. Please use this list below as a starting point for the type of services we can help you with:

#### **Marketing and mailing**

- design and prepare programme leaflets, letters of invitation and other literature
- advise on marketing strategy providing general PR and social media support
- identify potential sponsors

#### **Event Management which may include:**

##### **General management and reporting systems**

- establish and monitor budgets, financial accounting and banking procedures
- provide a secretariat in the build-up to, and during, an event; and produce regular summary/progress reports
- ensure that all contacts and actions taken with suppliers are noted and communicated to client
- liaise with participants on registration, accommodation and technical (e.g. audio-visual) requirements
- maintain a computerised management system to process all registration details, receipts and expenditures
- establish timetable for event planning, exhibition buildings and breakdown

##### **Registration and administration**

- administer delegate registration at the event
- administer abstract submission system including review process
- keep the event website up to date with programme, and other relevant information
- supply staff and facilities for an information desk to handle queries and messages
- produce name badges, invitation and place cards, menus, document wallets and other printed material, and ensuring their efficient distribution

##### **Venues and related facilities**

- conduct negotiations with venue managers and ensure suitable meeting space is available for all aspects of the event, including plenary and break-out sessions, reception areas, press, private meeting and facilities
- supervise meals, catering and tea/coffee breaks, ensure menus and drinks are to the satisfaction of the client and taking account of medical or dietary requirements
- provide directional signs where needed
- provide for speakers' requirements

##### **Overnight accommodation and transport**

- provide an accommodation booking service confirming reservations with participants; produce rooming lists; and monitor take-up of rooms to avoid incurring cancellation penalties
- co-ordinate and supervise transfer services between the main venue, social venues, airports and railway stations



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#### **Audio-visual and back-up facilities**

- organise lighting, technical operators, and decor/floral requirements
- arrange audio-visual equipment: video, 35mm slides, overhead projection, autocue and recording facilities
- design and produce promotional boards, banners or other signage
- organise telephone, fax, photocopying, photographic, first aid and security services as needed, and providing an on-site secretarial service
- arrange simultaneous interpretation and equipment

#### **Social programmes**

- plan and organise a comprehensive social programme, including welcome receptions, gala dinners, tours and other entertainment
- arrange accompanying persons' programmes where appropriate, including day and half-day tours and visits to places of special interest

#### **Exhibition services**

- space allocation and sales:
- develop promotional leaflets and layout plans
- identify and contact potential exhibitors
- draw up contractual obligations, including cancellation fees for withdrawal
- exhibitor liaison and contractor arrangements:
- ongoing liaison with exhibitors and contractors
- negotiate terms and conditions and appoint sub-contractors, including shell schemes, decor, cleaning, rubbish disposal and lighting/electrical services;
- ensure that all exhibitors and contractors have appropriate insurance
- exhibition build-up, management and breakdown:
- inform exhibitors of build-up and breakdown arrangements
- provide adequate security cover
- liaison with Fire and Emergency Services' authorities
- provide and staff an organisers' office

#### **Post-event activities**

- design and distribute evaluation questionnaires to assess the degree to which objectives have been met, successes and failures, strengths and weaknesses, and pointers for future development
- write and send thank you letters
- provide final financial report