



**WELLCOME  
GENOME  
CAMPUS**

**CONFERENCE  
CENTRE**

# **EVENT MANAGEMENT SERVICE**



The Wellcome Genome Campus Conference Centre is a beautiful complex within the Hinxton Hall Estate and its 100-acre parkland bordering the River Cam. Blending stunning contemporary architecture with the existing Grade II\*-listed country house of Hinxton Hall, the world-class Conference Centre provides an exceptional space in an idyllic setting.

Located alongside – and taking inspiration from – research institutions that are both at the forefront of the biomedical revolution and home to so much scientific history, nowhere else is blessed with such a unique atmosphere: On the Wellcome Genome Campus conference delegates are removed from everyday life and experience the luxury of concentrating on discussion and reflection, whilst we take care of everything else.



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CLASS CONFERENCE CENTRE  
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## WELCOME

**Our Event Management Service is designed to help clients organise smooth-running and successful events at the Wellcome Genome Campus Conference Centre.**

We offer four set packages covering a range of levels of support and involvement, from simple registration and badge-making services to fully managing large-scale events. We are also more than happy to build tailored packages, should you require something more bespoke, since we understand that every conference is unique and everyone has different requirements.

In this brochure you'll find everything you need to know about what we can offer at each stage of the process:

- Your event, start to finish:
  - Administration
  - Delegates
  - Support on the day
- Online tools:
  - Your event website
  - Event communications
  - Abstract management
- Speaker management
- Sponsor and exhibitor management
- Package prices



## YOUR EVENT, START TO FINISH: ADMINISTRATION

All our packages include the production of a timeline defining the key responsibilities, timeframe, and deadlines to ensure the success of your project.

If we are fully managing the event we can also produce a detailed event budget, allowing you to model different fee scenarios and decide upon the appropriate fee level and target sponsorship income. We keep this up-to-date throughout, allowing you to accurately monitor and manage the event finances responsibly.

		Platinum	Gold	Silver	Bronze
<b>Event administration</b>	Production of a timeline of key responsibilities and deliverables; Deadline management throughout	✓	✓	✓	✓
	Preparation of final accounts and disbursement of final monies	✓	✓	✓	
	Post-event delegate feedback survey	✓	✓		
	Production and maintenance of the event budget	✓			
	Full event project management	✓			
	Booking of social events, external accommodation (if required), and transport; Sourcing of, and liaison with, additional suppliers	✓			

Once the event has passed, we wrap up all financial aspects, and our Sales Team will prepare your final invoice, which will include disbursement of any income generated over and above the venue costs.

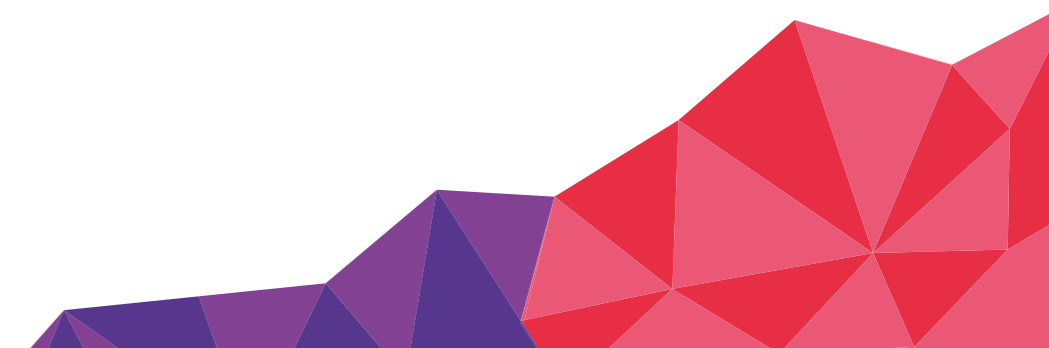
We can also follow up with your delegates to gather feedback on the event and email you the results within a couple of weeks.

## YOUR EVENT, START TO FINISH: DELEGATES

Each of our packages includes different degrees of delegate management:

		Platinum	Gold	Silver	Bronze
<b>Delegates</b>	Registration confirmations and receipts issued (if required) by email	✓	✓	✓	✓
	All delegate queries relating to the event answered by email/phone	✓	✓	✓	✓
	Timely attendee booking and event income reports provided	✓	✓	✓	✓
	Joining instructions and further information issued	✓	✓		
	Visa support letters issued on your behalf (if required)	✓	✓		

You will have continuous access to reports in order to monitor the number of bookings and income generated from registrations at all stages.





**YOUR EVENT, START TO FINISH: SUPPORT ON THE DAY**

If you wish, we can manage your event on site for you. We can do anything from manning the registration desk for the first morning, distributing delegate packs and badges and answering questions, through to full on-site management for the duration of your event.

	Platinum	Gold	Silver	Bronze	
<b>The event</b>	Production of delegate badges and delegate list	✓	✓	✓	✓
	Registration desk staffed on the first morning of the event	✓	✓	✓	✓
	Check room set-up and function sheet with venue ahead of the meeting	✓	✓	✓	✓
	Collate information and pack conference bags	✓	✓		
	Registration desk staffed for duration of daytime sessions (8hrs/day)	✓	✓		
	Completion of event risk assessment	✓	✓		
	Liaison with the venue and handling of final details in advance of the event. Management of event set-up with monitoring throughout to ensure timings are adhered to and changes dealt with promptly	✓			
	Event Manager for the duration of all sessions, dinners and social events	✓			
	On-site exhibitor management	✓			



## ONLINE TOOLS: YOUR EVENT WEBSITE

		Platinum	Gold	Silver	Bronze
Online tools: Website and event communications	Set up and manage secure online registration process and automated emails	✓	✓	✓	✓
	Process credit/debit card payments (the system accepts virtually all major credit cards including American Express)	✓	✓	✓	
	Interactive/enhanced registration: bookable items and accommodation, discounts	✓	✓		
	Set up and management of enhanced, own-branded website	✓	✓		
	Bespoke additional emails	✓			
	Interactive programme: sessions can be booked online, and delegates can download speaker biographies and abstracts	✓			

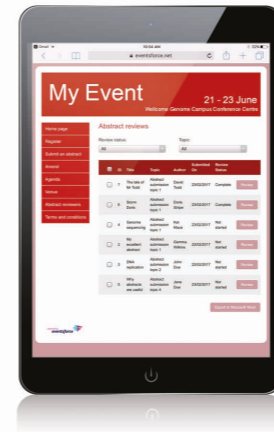
**Branded online registration pages** enable delegates to create an account in seconds. Once registered, delegates are able to access their password-protected account to change details, add extras, book sessions, and submit material. We can create a **branded event website** for you covering as much information as you require:

- Page options could include registration and abstract submission, sponsor and exhibitor pages, venue information, speakers and programme. You decide (but we're happy to advise!)
- You can also have an **interactive** programme, where delegates can book sessions, find speaker information, and download abstracts.

## ONLINE TOOLS: EVENT COMMUNICATIONS

Our online system handles event communication seamlessly, sending automated emails to delegates as they register, submit materials, or amend their bookings. A number of additional bespoke emails can be sent to attendees, such as event information updates. These emails are completely customisable and can be branded to your event.

## ONLINE TOOLS: ABSTRACT MANAGEMENT



We specialise in conference management for the academic community using the latest online technology to provide full abstract administration via the web.

The abstract management package is an add-on that can also be taken as a stand-alone service.

Submissions:

- Authors can easily submit and upload their abstracts from across the world using our bespoke online abstract submission system.
- It is possible to set multiple abstract submission deadlines and reviewing stages, including full paper submission.

Reviews:

- Reviewers are invited to review with a personalised link to access and score.
- Reviews can be completed efficiently and quickly online, by theme and with blind scoring, if required.
- Reporting: Organisers will receive regular automated reports regarding submission numbers, and we will produce a reviewing report once the review process is over, collating final abstract scores.

Decisions:

- At the end of the review process, we will contact all corresponding authors on your behalf to confirm or reject their submissions.

We can collate successful abstracts into book form for presentation as a downloadable PDF book, a printed book, USB memory stick, or on CD ROM.



## SPEAKER MANAGEMENT

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We can also handle speaker logistics for you. This service is an add-on to the set packages.

Our speaker package includes:

- sending letters of invitation or confirmation to your speakers
- management of speaker registration, accommodation, logistical information, visa letters, and airport transfers
- collection of biographies, photographs, abstracts, and presentations
- organising separate speaker dinners, if required
- collation of speaker presentations to be made available for download by delegates after the event, obtaining necessary permissions from the speakers beforehand



## SPONSOR AND EXHIBITOR MANAGEMENT

	Platinum	Gold	Silver	Bronze
Sponsors and exhibitors	Booking of sponsor and exhibitor packages	✓		
	Exhibitor and sponsor logistical management in the run-up to the event	✓		
	On-site exhibitor management	✓		

### Sponsors

For most organisations, a key element to a successful conference is securing sponsorship and exhibitor support.

As part of our platinum package we can:

- suggest which sponsorship opportunities you could offer, and develop an effective sponsorship package menu
- ensure sponsorship support is visible on the event website and that all event materials are correctly branded with sponsor logos

### Exhibitors

We are also happy to manage your exhibitor relationships and logistics.

As part of our platinum package we can:

- produce and send out exhibitor information and manage registrations
- gather risk assessments
- produce the floor plans
- coordinate intake of exhibition materials, manage the set-up period, and answer questions throughout the event



## PACKAGE PRICES

We aim to offer you the exact level of support required to run the best event possible. Either choose from one of our four set packages or, if none of these are quite right, get in touch for a custom package quote.

Set packages	
Platinum	£40 per delegate
Gold	£30 per delegate
Silver	£20 per delegate
Bronze	£10 per delegate
Speaker management add-on	£75 per speaker
Abstract management add-on	Up to 50 abstracts: £750 50–100 abstracts: £1200 Over 100 abstracts: £1800
Custom packages	
We will happily put together a quote for you.	

## CONTACT US

For more information, or to discuss any aspect of our Event Management Service, please contact:

[eventservices@wellcomegenomecampus.org](mailto:eventservices@wellcomegenomecampus.org)

Or call 01223 495145





## **WELLCOME GENOME CAMPUS CONFERENCE CENTRE**

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