

2 Budgeting:

**WE PUT YOU
IN CONTROL**

“Driving-Up
Conference
Revenues”



Driving-up conference revenues is 'must do for a PCO' in today's environment where the bottom line is continually scrutinised and conference budgets examined.

A conference can maximise its potential receipts / earnings capacity, by aligning itself with other organisations / products / associations keen to 'buy-into' the themes and opportunities that a specific conference offers. A key priority for a Professional Conference Organiser (PCO) is to accrue maximum conference revenues through sponsorship, exhibitions sales and delegate promotions.

Sponsorship

A PCO needs to be active against agreed sales and promotional plans, to ensure that conferences meet and exceed sponsorship targets. A PCO should devise a detailed sales plan, research and confirm key target markets / groups who should be approached. The PCO should devise a sponsorship-package hierarchy - where the focus is on selling the top level sponsorship first; this 'domino-effect' maximises sponsorship revenues for the conference. A top level sponsor would be likely to receive superior exposure and entitlements leading up the Conference.

Sponsorship packages should be tailored to provide marketing solutions for any size of company. Sponsors benefit from the opportunity that the conference offers to consolidate relationships, expose their brand, and maintain profile within a targeted audience.

Negotiating the highest level of income for the conference, whilst maintaining the satisfaction of the sponsor / exhibitor is the key challenge for the PCO.

Exhibition Sales

Exhibition space is a major area of revenue for any conference. Exhibition space is an opportunity for relevant organisations to promote their products and services in a face-to-face environment, thereby furthering their sales and marketing objectives; it offers instant market feedback and the opportunity to acquire highly qualified leads.

A PCO should interlink exhibition sales with sponsorship, to gain maximum benefit for all parties.

Sales and Delegate Promotions

Achieving maximum delegate attendance is a key performance indicator of both the PCO and the overall success of a meeting. The PCO must deliver value on every dollar the Organising Committee spends. A PCO should prepare a detailed sales strategy to ensure the most relevant businesses / market segments are identified and contacted. As a PCO, it is vital to draw extra value from the conference by using existing relationships with the media to publicise the event and expose the event to key target audiences as much as possible. Marketing techniques that a PCO should consider include: designated conference website, maximizing press release and PR statements, e-Blasts and word of mouth.

Securing optimum delegate 'buy-in' is a key revenue driver for a conference; proactive selling to the appropriate markets generates maximum financial returns.

Consistent success with INCON

Working with INCON provides access to a pool of indispensable resources from local knowhow to worldwide presence. INCON partners are both destination based and global, offering Associations and Corporations the unique benefits of both: deep roots in local communities and strong connections around the world.

INCON partners work closely with each other to ensure continuity of customer service from partner to partner and from destination to destination. For further information please visit our website.

Roslyn McLeod

Roslyn McLeod, Managing Director of Tour Hosts, a PCO headquartered in Sydney Australia and Dean of the INCON University. Roslyn is a Councillor of IAPCO, a member of the Business Events Council of Australia and the Starwood Asia Pacific Advisory Board for Meetings.

Tour Hosts is an innovator in technology for scientific meetings and actively shares its experiences and knowledge with industry colleagues via many educational platforms around the world. Driven by the goal to achieve wonderful experiences for their clients, Tour Hosts is a multi award winner in the meetings industry for their many outstanding achievements.



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