



All you need to know about our Delegate Rates

A bit about Promarta

We have over ten years' experience of organising events for the public sector and understand that:

- You need a professional event that delivers its objectives, runs smoothly and is a credit to your organisation.
- Your suppliers must understand the public sector ethos, particularly around diversity and increasingly environmental issues.
- You must be able to demonstrate value for money internally and externally and you can't be seen to be extravagant or frivolous with public money.
- Your time is a valuable resource and we must not waste it.

Most of our work is repeat business or recommendations from happy customers.

Like what you see?

Call us on 0845 130 2038 or email events@promarta.co.uk to arrange a **no-commitment** meeting to confirm your requirements and agree the next steps.

Likewise if you've got any questions; want references from previous clients or need an estimate or quotation just let us know what you need.

If our Delegate Rate doesn't suit your needs we can also provide a cost proposal to meet your specific requirements.

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Why use our delegate rate?

Our delegate rate includes the event management services that most of our clients use most of the time including:

- ✓ Planning.
- ✓ Venue liaison.
- ✓ Dealing with speakers and workshop leaders.
- ✓ Promoting your event.
- ✓ Taking bookings.
- ✓ Assembling delegate packs.
- ✓ Managing the event on the day.
- ✓ Evaluating the success of the event.

It's straightforward:

- ✓ You can work out what our services cost quickly and easily without preparing a detailed specification and waiting for a quote.
- ✓ You don't have to worry about minor changes during the planning process that might otherwise lead to a larger than expected bill.
- ✓ Most of the services most of our customers use are included in the delegate rate and many other services are available as simple add-ons.

It's affordable:

- ✓ £55 per person for the first 100 people (minimum 75 people)
- ✓ £30 per person for any additional people.

Our Delegate Rate Calculator does all the sums for you and is available on request from www.promarta.co.uk – click on Delegate Rate and then Delegate Rate Calculator.

There are some simple conditions:

- ✓ You are a public sector organisation like a local authority or NHS Trust.
- ✓ Your event is within the M25 and at a professional venue.
- ✓ Your event is at least two months and preferably three months away.

But don't worry if you don't meet all these conditions - our standard delegate rate will probably apply but please call us on 0845 130 2038 to confirm your requirements.

What does it include?

We've detailed what our delegate rate includes and outlined some of the additional services we offer.

- ✓ included in our delegate rate
- || optional extra

Planning your event

- ✓ Discuss what you want to achieve from your conference and help you design a programme that meets these objectives.
- ✓ Agree a project plan and an outline budget for your event.
- ✓ Arrange regular planning meetings to ensure you stay in control.

Venue

- ✓ Help you select a venue.
- ✓ Liaise with the venue throughout the planning process.
- ✓ Provide detailed layout instructions to the venue.
- ✓ Provide detailed instructions to the caterers, including any specific dietary requirements identified by delegates.
- ✓ Provide detailed instructions to other suppliers.
- ✓ Prepare signage to guide delegates around the venue.

Speakers and workshop leaders

- ✓ Introduce ourselves to your speakers and workshop leaders and collect detailed contact information.
- ✓ Brief speakers and workshop leaders on the programme, facilities available and other arrangements.
- ✓ Collate speaker and workshop leader biographies into a single document for the delegate pack. (We also provide guidance notes on producing a short biography to encourage constancy.)
- ✓ Collect and test PowerPoint presentations to ensure they run correctly.
- ✓ Produce additional PowerPoint slides introducing the event, announcing speakers etc.
- ✓ Pre-load PowerPoint presentations onto our laptop. (Our delegate rate includes the use of one laptop for the main plenary session.)
- ✓ Maintain contact with speakers and workshop leaders throughout the planning process.

- ✓ Brief speakers and workshop leaders on their audience (based on delegate bookings).
- ✓ Meet and greet speakers and workshop leaders on the day and help them prepare for their speech or workshop.
- ✓ Handle fees and expenses claims if agreed in advance. (Speaker and workshop leader fees are not included in the delegate rate and will be added to the final invoice).
- ✓ Our delegate rate includes up to a total of **12** speakers and workshop facilitators.
- || Add extra speakers or workshop facilitators at £50 each.

Exhibitors

- || While we are happy to arrange a few tables for an informal exhibition if you plan a more formal exhibition we charge £100 per exhibitor to:
 - ✓ Introduce ourselves to your exhibitors and collect detailed contact information.
 - ✓ Collect exhibitor fees if applicable. This includes invoicing; banking fees; a written reminder and a phone call if required; and keeping accounts of who has paid and when.
 - ✓ Brief exhibitors on the programme, facilities available and other arrangements.
 - ✓ Liaise with exhibitors passing on information as it becomes available and dealing with their queries. Exhibitors tend to require a lot of care and attention, particularly if they are paying for their stand.
 - ✓ Collate details on each exhibitor for the conference website and delegate pack.
 - ✓ Produce a floor plan showing where each exhibitor is located.
 - ✓ Liaise with the venue and other suppliers to obtain the facilities and equipment required by the exhibitors. (We will ask you to authorise any additional venue or supplier costs.)
 - ✓ Maintain contact with exhibitors throughout the planning process.
 - ✓ Welcome exhibitors on the day and guide them to their exhibition stand.
 - ✓ Help exhibitors with sundries like Velcro tabs; drawing pins and extension leads.

Promotion

- ✓ Design, maintain and host a conference website with online booking.
- ✓ Collate your contacts into a single database (from most electronic sources).
- ✓ Send promotional emails to your contacts with follow-up emails as required.
- || Add printed flyers/booking forms including design, full colour printing, assembly and first class post to your contacts.

Bookings

- ✓ Receive delegate bookings (including workshop selection) online, by fax and by post. Our conference websites are W3C compliant to ensure accessibility.
- ✓ Take enquiries by email, by fax, by post and by phone to ensure delegates, speakers and workshop leaders can get in touch throughout the planning process.
- ✓ Send instant email confirmations of online bookings.
- ✓ Prepare joining instructions including directions to the venue by car and public transport.
- ✓ Email and post confirmation letters and joining instructions sent to all delegates when booking closes.

Delegate packs

- ✓ Our delegate rate includes collating, copying and assembling the items below into clear plastic wallet. Email events@promarta.co.uk if you want a free sample.
- ✓ Print a colour title page typically including the event name and date.
- ✓ Print up to thirty sides of black and white printing/copying of contents, this usually includes speaker and workshop leader biographies and any background papers.
- ✓ Supply a ballpoint pen and some writing paper for notes.
- ✓ We generally recommend that PowerPoint presentations are **not** included in delegate packs but are made available online after the event.
- ✓ You (or your speakers, workshop leaders or exhibitors) can supply a reasonable number of additional pre-printed inserts for inclusion in the delegate pack.
- || We can quote for supplying a vast range of alternative folders and bags in all price ranges.
- || We can also quote for printing or copying and assembling additional items for inclusion in the delegate pack

Badges and programmes

- ✓ Provide and assemble a personalised name badge for all pre-booked delegates, speakers and workshop leaders.
- ✓ Prepare a personalised programme for all pre-booked delegates, speakers and workshop leaders with the venue plan on the reverse.

On the day

- ✓ Manage the setup on the day including checking layout, liaising with the venue and caterers and directing other suppliers.
- ✓ Liaising with the venue and caterers throughout the day.
- ✓ Welcome and register delegates on arrival.
- ✓ Welcome and guide workshop leaders to their rooms and ensure all appropriate facilities and equipment are in place.
- ✓ Welcome and guide speakers, familiarise speakers with the AV equipment and introduce them to the conference Chair and other key people.
- ✓ Guide delegates around the venue and offer general assistance as required.
- ✓ Brief the conference chair on the running order and agree any announcements including safety arrangements.
- ✓ Work with the chair and speakers to keep the event on schedule and deal with any timing problems.
- ✓ Collect evaluation forms from delegates (if using paper forms).
- ✓ Guide delegates out of the venue; help workshop leaders clear their rooms; secure equipment; ensure the venue is left clean and tidy and thank all suppliers and staff.

Post Event

- ✓ Capture delegate feedback through an online survey. We create the online survey and email a link to all those who attended the event. We have a standard set of questions which you can use, change or add your own questions.
- ✓ Update the event database with delegates registered on the day and non-attendees.
- ✓ Update the conference website and upload copies of the presentations (subject to the authors giving permission).
- ✓ Collate and summarise feedback from delegates into a simple report.
- ✓ Review what went well and what could have gone better and prepare a lessons learned report.
- ✓ Finalise the conference budget.
- ✓ Convene a post-event meeting to review the evaluation information; the lessons learned report and conference budget.
- || While we recommend capturing delegate feedback online and include this in our delegate rate we can produce a traditional printed feedback form and collate the results for an additional £250. This covers design, printing, distribution and data entry.

Sample Prices

Our delegate rates are straightforward:

- ✓ £55 per person for the first 100 people (minimum 75 people)
- ✓ £30 per person for any additional people.

To save you reaching for your calculator here are some sample prices (all plus VAT)

Less than 75 people	= £4125	(75 times £55)
75 people	= £4125	(75 times £55)
100 people	= £5500	(100 times £55)
125 people	= £6250	(100 times £55 plus 25 times £30)
150 people	= £7000	(100 times £55 plus 50 times £30)
200 people	= £8500	(100 times £55 plus 100 times £30)

You can also use our Delegate Rate Calculator to experiment with different numbers of delegates and additional services. Request your Delegate Rate Calculator at www.promarta.co.uk and select Delegate Rate and then Delegate Rate Calculator.

What next?

Call us on 0845 130 2038 or email events@promarta.co.uk to arrange a no-commitment and no-cost meeting to confirm your requirements and agree the next steps.

But you need a written estimate...

No problem, just fill in our online form and we'll prepare an estimate based on our Delegate Rate. Go to www.promarta.co.uk/estimate.

But you need a formal quote...

No problem, we'd really like to meet you before we produce a formal quote to ensure we fully understand your requirements. Just call us on 0845 130 2038 or email events@promarta.co.uk to arrange a meeting.

But our Delegate Rate includes services you don't need...

Or you need services not included in the Delegate Rate...

Still no problem, we can meet to discuss your requirements and produce a custom quote for the exact service you require. Alternatively, if you can email your specification or brief to events@promarta.co.uk and we'll deliver a formal proposal.

The Small Print

Our delegate rate is based on the total number of people attending your event including:

- Delegates
- Speakers
- Workshop leaders
- Conference chairs
- Exhibitors
- Client representatives

We don't count our staff; venue staff or caterers or any of our suppliers, for example photographers.

Our delegate rate applies to the greater of...

- The number of people booked to attend the event.
- The number of people who actually attend the event.

In reality these are usually very similar as some people book but then can't attend; and others attend without booking.

What Else Do You Need To Budget For?

Venue costs

Your venue may offer a delegate rate which will typically include the hire of the main room, refreshments including lunch and some audio-visual equipment.

You'll need to pay more for any extra rooms for workshops, and you'll probably need additional audio-visual equipment.

Prices vary considerably across London and between venues, but typically you'll need to budget around £50 per head for a basic venue in Outer London and £75 per head or more for a Central London venue. Extra rooms will probably be around £400 to £1000 each depending on location and size.

Some venues offer discounted rates for local authorities and less popular days of the week (Mondays and Fridays) may be less expensive.

Audio Visual Equipment

Most venue delegate rates include some audio-visual equipment but not what you need most – a laptop, video projector and screen. Prices vary considerable but expect to pay around £350 for one of each. Remember, your workshop leaders may also expect similar equipment.

Speaker fees and expenses

Whether you need to offer fees depends on the type of event and your relationship with your speakers and workshop leaders.

Professional speakers and celebrities will normally expect fees unless they have close links with your organisation.

People working for your organisation and your partners probably won't charge speaking fees. Nor will people from Central Government and most related organisations.

Voluntary organisations are increasingly asking their staff to recover the cost of their time as speaker fees.

It is considered polite to offer all speakers and workshop leaders their travelling expenses. These would normally be standard class rail fares and underground tickets. Be careful if anybody asks for a mileage allowance as this can work out very expensive!

Folders and other materials

Our delegate rate includes plastic folders, writing paper and a biro but you may want to use a more expensive folder or provide branded pens and other items. We are happy to arrange samples and provide quotes or use your materials.