

## Transforming Services in Waltham Forest

Client	London Borough of Waltham Forest
Venue	Walthamstow Assembly Hall
Duration	One day
Invites	Senior managers from local authorities and other public bodies across the UK were invited to attend. In addition to collating Waltham Forest's contacts we purchased mailing lists and worked with regional and national bodies to promote the event.
Delegates	Senior managers from the public sector across the UK.
Numbers	Fully subscribed with 200 managers.
Speakers	Senior managers from Waltham Forest, their business partners, plus a professional motivational speaker.
Exhibitors	Large public sector IT and consultancy companies.

Nearly 200 senior managers attended Transforming Services in Waltham Forest to see how the Council transformed its services and moved from being a poor to a three star local authority in just three years.

The day offered ten workshops split into three streams – customer access; service transformation; and change through technology as well as a motivational speech by Adrian Webster.

Once commissioned we produced a conference website with online booking and worked with the Council's approved designers and printers to produce a conference brochure. We sourced mailing lists and managed the distribution of the brochure by post and by email.

All bookings were taken online and fed directly into our conference management system which generates confirmation emails; records workshop selections and captures any specific requirements.

Nearer the day we sent delegates reminder emails and letters along with detailed arrival information including information on the shuttle bus service between Walthamstow Central and the venue, which we organised.

We prepared a shortlist of potential speakers for the morning session and recruited Adrian Webster who proved to be very entertaining and thought provoking.