

Rise Conference 2011
Business Plan
'Response & Responsibility. Domestic Abuse. Survivor perspectives.'

Rationale

Rise plans to hold their first conference in November 2011. It is envisaged that this will become the charity's annual conference and a second annual fundraiser for them. It is expected that the event will continue to take place in Brighton but could feasibly be hosted in a number of locations.

Why hold the conference?

- To become a second annual fundraising event and supplement the income generated by the Rise 8k under cliff run.
 - The event itself should generate a profit
 - Rise will attempt to make contacts and links with local businesses/supporters who can provide long term support. This will be achieved via a separate event, hopefully integrated into the same day.
- To provide a voice for service users, and a forum for their voices to be heard by policy makers.
- To provide a facility for the exchange of knowledge and information in the sphere of domestic abuse.

Timeline

- A separate timeline is being worked from. A more detailed working timeline is continually developed in more detail as the conference planning proceeds.

Structure and content

Proposed workshop titles: 'Identifying support strategies.'

The conference will be a one day event. The exact content of the day is still to be decided but will follow this format.

The Rise Conference				
9.30-10.00	Registration			
10.00-10.20	Welcome from Rise CEO			
10.20-11.20	Speakers			
11.20-11.50	Tea, coffee and networking			
11.50-12.50	Workshop 1	Workshop 2	Workshop 3	Workshop 4
12.50-13.10	Speech			
13.10-14.10	Lunch			
14.10-14.50	Plenary debate			
14.50-15.50	Workshop 1	Workshop 2	Workshop 3	Workshop 4
15.50-16.10	Tea, Coffee and networking			
16.10-16.40	Presentation/film			
16.40-17.10	Keynote Speech			
17.10-17.30	Closing remarks			
18.00 onwards	Drinks reception and networking			

- If possible there will be a plenary debate involving service users as well as policy makers, so that there can be direct interaction and proposed ideas from both sides.
- At least one keynote speaker should be an internationally recognised expert on domestic violence support.

As the primary motivation for holding this event is to raise funds, an additional fundraising event will probably need to be considered to be attached to the conference.

- The event will take the form of a dinner or breakfast for invited local businesses
- The event could include an auction or similar event to raise funds as well as an address by Rise and a guest speaker
- It will be held on the same day as the conference with little overlap so that if people want to attend both events, they can.
- It may take place at a separate location.

Market research

An on-line survey will be undertaken to establish how a cross-section of potential delegates react to the theme, a proposed programme of events, the costs, social events, incentives and their willingness to attend the conference.

It must be determined whether financial support could be secured through sponsorship or exhibitor fees, and what a reasonable charge for this sponsorship would be. Then Rise can begin to approach and market to potential sponsors/exhibitors.

This research will inform the content and anticipated income and expenditure of the event.

Marketing

Marketing will focus on: professionals in the sector; government officials; community groups; survivor groups; professional/statutory groups. A detailed marketing schedule is in place and is being updated as necessary.

Rise will also market to businesses, with the aim of:

1. Introducing them to the work of Rise and highlighting opportunities for them to support Rise in the future.
 2. To give them the opportunity to see Rise as a beneficiary of their CSR.
 3. To indicate the ways in which attending the conference will benefit their business, and their best practice policies.
- A marketing and communications strategy:
 - Marketing will incorporate the widest possible audience: nationally, regionally and locally.
 - Communication will be with potential delegates and delegates before and after the event to maximise full potential of the event both from a fundraising aspect, and in terms of taking forward survivors' concerns and influencing policy.
 - Announcements to potential delegates will begin with online announcements on the website and e-news.

- There will be regular reminders and updates circulated electronically.
- Hard copies of marketing materials must have clear branding which identifies it as a Rise event.
- Marketing should focus on the quality of speakers and a clear depiction of the content.
- Marketing should also focus on the flexibility and ease of booking to include early booking rates, discounts for attending the conference + the fundraiser etc
- There may be an opportunity to develop a toolkit which can be bought and also transcripts/videos of speeches and slides from workshops. Approach Brighton City College to see if they could provide filming.
- Post-conference we will conduct an on-line questionnaire of all delegates which we will be able to collate into a report to circulate. The questions will focus on future years as well and we will offer an opportunity for delegates to register their interest in next year's event.

Sponsorship

Sponsorship could be obtained in several ways to offset the costs of the conference.

- Conference sponsorship:
 - In different bands with varying prices and corresponding levels of publicity for example
 - Platinum-headline sponsorship on programme cover, projected during breaks etc
 - Gold-projections during breaks, name in programme
 - Silver-name printed in programme
- Workshop sponsorship: organisations can pay to cover individual workshops or to propose and run a workshop themselves.
- Advertising sponsorship: Local businesses could pay for a slot in the programme
- Product sponsorship:
 - A company could sponsor delegate products such as lanyards/stationery or they could donate products for use at the conference like the food and drinks.
- Fundraiser sponsorship:
 - Businesses could pay for items to be donated for auction
 - Businesses could supply the food/drink
 - Businesses could pay to advertise with projected logo or on banner etc

Social programme

As a one day event there may not be time for a social programme outside of networking breaks.

Rise will offer a one hour drinks reception after the end of the conference. There may be an opportunity for some live music at the reception.

The breakfast/dinner fundraiser could include an entertainment element and will therefore be offered to delegates as a social activity.

- Rise could use links to funny women and Komedia if we feel we want to include entertainment.

- Rise could host a casino evening with help from a casino company.

Rise will offer a guide to local entertainment as well as local hotels and restaurants for anyone who wants to extend their time in Brighton. Local businesses could have their name included in return for sponsorship, and a booklet will be sent out to delegates before arrival.

Finance

Profit and loss projections: Separate document will project profitability with varying delegate numbers.

Income generation:

Income will be sought from several avenues:

- Ticket sales will include a tiered pricing system
- Sponsorship-in various forms as detailed above
- Delegate pack leaflets-companies and organisations can pay a fee to insert their leaflets into the delegate packs
- A separate fundraising event: either a breakfast or dinner. This event would have a ticket charge as well as possible additional fundraisers such as door prizes or an auction

Expenditure:

This must be carefully controlled to achieve maximum profit, as this is primarily a fundraising event to fund the services provided by Rise. Careful measures will be put in place to ensure that maximum expenditure is not exceeded. The venues are offering their best possible rates for hire, and it is anticipated that negotiation will also be required with other suppliers.

Cash flow:

Generating income from sponsorship and sales is essential to increase the budget of the event. This income should be confirmed in advance so that expenditure can be limited if income generation is slow. The pricing incentives to book early should help to determine how much income will be generated from ticket sales. A cash flow timeline will be introduced so that income and expenditure can be continually monitored. This will enable a contingency activity to be put in place to improve cash flow.

Early expenditure should be limited to marketing and administrative costs with the bulk of the expenditure to come at the conclusion of the event i.e. paying for the venue, speakers etc. This can be negotiated with deposits paid up front, and balances paid at the conclusion.

Risk management:

Risk assessments will be produced on each of the following:

Financial contingencies: Rise must investigate insurance and potential financial implications of having to cancel the event.

Time contingencies: Producing a plan of tasks, dates and allocation of tasks, set out clearly. This should include flexibility for illness, sickness with enough flexibility in the budget to provide for appropriate cover.

Cancellation policies-suppliers: Cancellation policies of all our suppliers will be investigated, looking for any cancellation charges and appropriate flexibility in the budget will be made.

Cancellation policies-delegates: Should a delegate wish to cancel or amend their place, terms and conditions, published on the booking form, will apply.

Budget reviews: Reviewing the budget will be a standard agenda item for the working group to discuss at all meetings. The main purpose of this will be to look for cash flow and profitability.

Cash handling: The Rise cash handling policy will cover the handling of cash at the event.

Reputation risk: It needs to be considered what measures should be put in place to protect the reputation of Rise.

Health and safety: This relates to delegates, staff, volunteers, speakers and workshop leaders, and we can use the venue's risk assessment.

Suppliers: All suppliers should provide a certificate of competency where relevant.

Money management:

It needs to be ascertained how the day-to-day management of money will be run. It needs to be decided which account the banking, invoicing, VAT payments etc will come from.

Monitoring and Evaluation

Monitoring will take place after the conference that will look to:

- Confirm effectiveness of the event
- Evaluate the response to the content of the event
- Monitor who responded to marketing campaigns and attended
- Produce an evaluation of practical elements of the event such as the venue, format, timings

For more information about the conference, or to contact us about sponsorship opportunities please contact Julie Hales on Julie.Hales@riseuk.org.uk