



REGENT'S COLLEGE
LONDON



Media Partner



Supporting

19 - 20 APRIL 2012 / HERRINGHAM HALL / REGENT'S COLLEGE LONDON

MAKING EVENTS HAPPEN

EVENTS FORUM 2012

Behind the scenes
London 2012
Olympic Bid
David Magliano

How to get it
right with
Imagination
Guy Stevenson

**BOOK
NOW**
FOR
EARLYBIRD
SPECIALS

EVENTS FORUM 2012

What is the Events Forum?

The Events Forum is a two-day educational conference bringing together local and international events management students and professionals for a series of talks, workshops, site visits and debates with the aim of promoting professional and personal development of planners, managers, students and others involved in the events management profession.

The Forum is a not-for-profit event and each year raises money for a nominated charity through various fundraising activities including a prize auction, raffle and delegate donations. The nominated charity for the 2012 Events Forum is Caudwell Children (www.caudwellchildren.com). In 2011, donations from the event raised over £11,000 for Macmillan Cancer Support, and the organisers aim to hit £15,000 in 2012.

Why get involved with the Events Forum?

The Forum offers the opportunity to hear a wide variety of guest speakers from many different parts of the industry, providing presentations on highly topical and important industry issues. Comprehensive networking opportunities with speakers and delegates are provided throughout the two days, together with the opportunity of asking specific individual queries to those present.

How much does it cost?

2012 registration fees are as follows:

.....
Early Bird Special
Event Management Student
£49 inc VAT until 29 February 2012
.....

Early Bird Special
Event Management Professional
£175 inc VAT until 29 February 2012
.....

Event Management Student
£79 inc VAT from 1 March 2012
.....

Event Management Professional
£225 inc VAT from 1 March 2012
.....

All of the above fees include event attendance, presentations, workshops, a site visit to a London venue, drinks and lunch on both days, and attendance at the Thursday evening Charitable Fundraising Night in London. Please note accommodation is not included.

THURSDAY 19 APRIL PROGRAMME

Thank you for sending on the certificates. The students will be delighted to receive them and I heard very positive feedback on the event from both staff and students so congratulations to you and your team.

Sinead O'Leary

Research Fellow National Centre
for Tourism Policy Studies

- 10.00 Delegate Arrival and Coffee**
- 11.00 Opening Remarks**
Tuke Hall
- 11.15 Keynote Address**
Winning and losing – London's Olympic Bid, England's World Cup Bid – what went right, what went wrong – lessons for everyone involved in high-stakes pitches
David Magliano / London 2012 Olympics and England 2018 World Cup
- 12.15 Lunch and Forum Networking**
Herringham Hall
- 13.15 Workshops and Talks**
- Workshop 1 / Do you need to deliver more value for less money?
Peter Haigh / Hamilton Haigh Associates
.....
- Workshop 2 / Creating memorable events
Richard John / RJA (GB) Ltd
.....
- Workshop 3 / Define your target audience, the psychology of clients
Jennifer Jenkins / MCI
- 14.45 Site Visit and Events Talk**
Wembley Stadium
Royal Albert Hall
Natural History Museum
Westfield Shopping Centre
- 17.15 Leisure Time**
- 19.30 Events Forum Entertainment and Charity Fundraising Evening**
Charity Auction and Talk, Prize Raffle, Entertainment
Shaka Zulu, Camden Town, London

FRIDAY 20 APRIL PROGRAMME

Last week's Events Forum was awesome. Thank you all for organizing an amazing event. The guest speakers were all significant within their area of event and provided very useful information and tips.

Caz McWhinney
RC Event Forum 2010/11 Attendee

- 9.45 Delegate Arrival and Coffee**
- 10.15 Keynote Address**
Events and the wow factor - 2010 Canon EXPO Paris Event
[Linda Hedlund-Klein / Canon Europe](#)
- Keynote Address**
An insight into Imagination and how to deliver a global brand showcase
[Guy Stevenson / Imagination](#)
- 11.15 Keynote Address**
The development and launch of the ICC London
[James Rees / ExCeL London](#)
- 12.15 Lunch and Forum Networking**
Herringham Hall
- 13.15 Workshops and Talks**
- Workshop 1 / International destination marketing
[Jonathan Cohen / VisitDenmark](#)
.....
- Workshop 2 / Working in events management
[Mairead Ball / 2011 Eventice Winner and ExCeL London](#)
.....
- Workshop 3 / Organising and delivering high profile events
[Nicole Potter / Mercedes-Benz World](#)
- 14.15 Comfort Break**
- 14.45 Keynote Address**
Standing out in event management recruitment and employment
[ESP Recruitment and Paul Cook / Planet Planit](#)
.....
- [Extended Q&A Session](#)
- 16.30 Close of 2012 Events Forum**

THE SPEAKERS 2012

I also wanted to say I thought the Events Forum was a brilliant couple of days really well organised - I hope you will be holding another one next year!

Christina Charters
Events Manager, The Hub Plus

David Magliano

Director of Commercial and Marketing / London 2012 Olympics and England 2018 World Cup

Linda Hedlund-Klein

Event and Hospitality Manager / Canon Europe

Peter Haigh

Partner (UK) / Event ROI Institute

Paul Cook

Managing Director / Planet Planit Ltd

Nicole Potter

Project Manager / Mercedes Benz World

Guy Stevenson

Client Services Director / Imagination

James Rees

Director of Conference and Events / ExCeL London

Mairead Ball

Event Executive / ExCeL London

Richard John

Managing Director / RJA (GB) Ltd

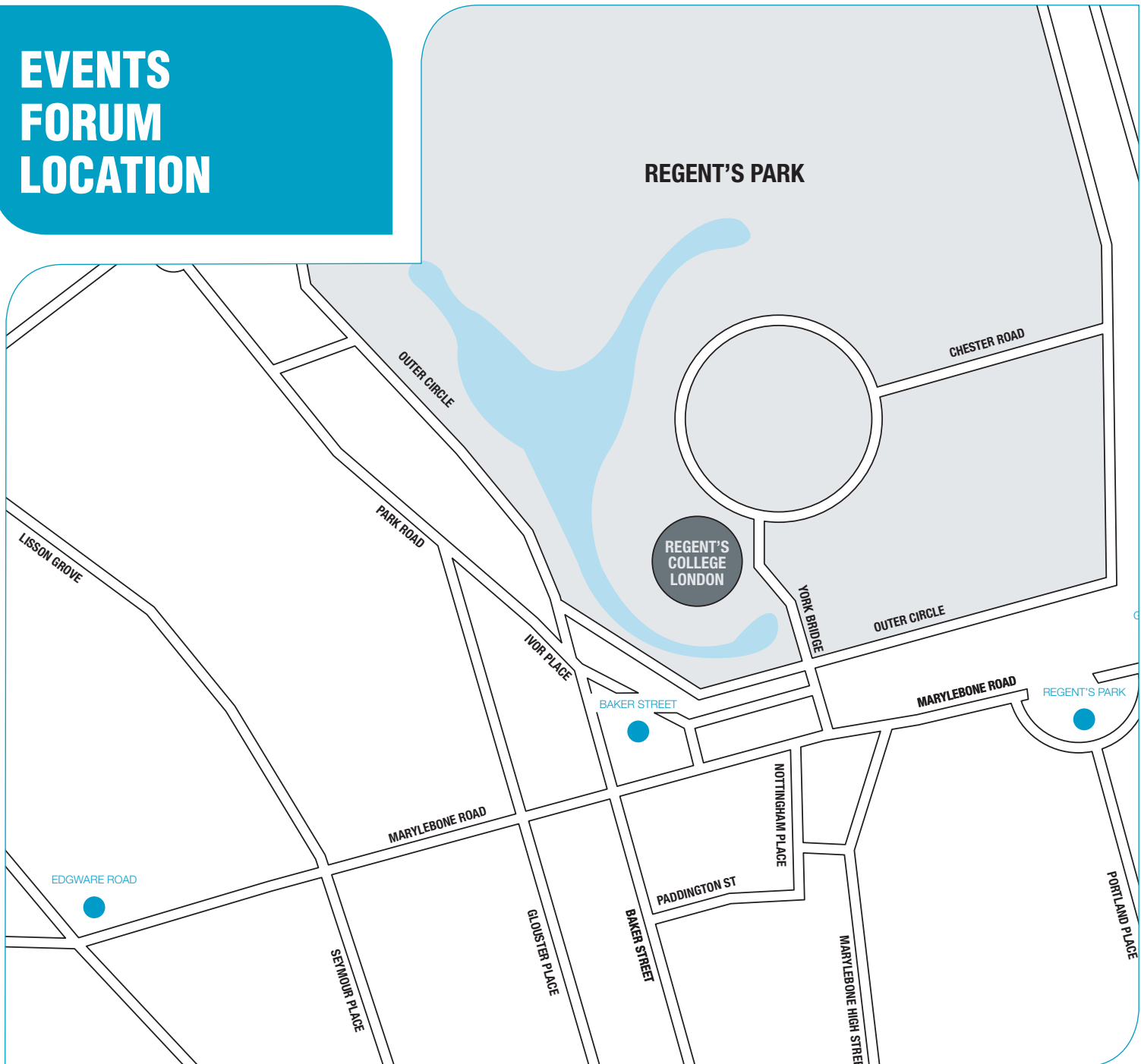
Jonathan Cohen

International Sales and Marketing Director / VisitDenmark

Jennifer Jenkins

Managing Director / MCI Group

EVENTS FORUM LOCATION



We look forward to welcoming you to Regent's Events Forum. Located in Regent's Park, central London, we are easily accessible by public and private transportation.

By Underground Take the London Underground (Tube) to Baker Street station. To help you plan your journey, check the Journey Planner on the Transport for London website: www.tfl.gov.uk

From Baker Street Station Take the Marylebone Road exit. Walk past Madame Tussauds and take the first road on your left, York Gate. Follow the road into Regent's Park and over the bridge; you will see the main entrance to the College on your left-hand side. This walk will take approximately 10 minutes.

By Road When arriving in central London, take the A501 (Marylebone Road) and turn into York Gate. Cross York Bridge and you will find Regent's College London on your left-hand side.

Supporting



For further details on the 2012 Events Forum and to book your place, please visit:

www.regents.ac.uk/eventsforum

 [@rceventsforum](https://twitter.com/rceventsforum)  [rceventsforum](https://www.facebook.com/rceventsforum)

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