



echo

events + association management

ASSOCIATION AND  
EVENT MANAGEMENT SERVICES





# ABOUT US

Echo offer event and association management services to businesses, associations and not-for-profit organisations across a range of industries and sector types.

Our talented team provide guidance and support in finance, marketing, events, revenue generation, sponsorship sales, administration and membership. We integrate seamlessly with in house teams or act as a head office for organisations that are managed remotely.

We're passionate about bringing individuals together and creating communities of like-minded people, whether it's through joining an association or attending an event, we believe communication and collaboration is the key to success and growth.

## WORKING IN PARTNERSHIP

It is important to us that when we take on your association management or conference organisation that we develop a partnership based around communication, transparency, accountability and mutual respect.

Engaging with us to deliver specialist services for your organisation enables you to access a team with key expertise that would be prohibitively expensive to employ in house. Our team become your head office, your customer service desk, your HR and marketing team, your finance department and everything in between to support your organisation in achieving its objectives. Our goal is to deliver these services to you cost effectively and with a degree of skill that exceeds your expectations. In providing an efficient and reliable secretariat service, we enable you to concentrate on your organisation's strategic priorities.

*"Echo understands our association, our aims and our members. They are an effective team whilst being a pleasure to work with."* **CEO, British APCO**





# THE TEAM...



## The Association Management Team

Our dedicated association team have extensive administrative and business support experience from a range of different industries and are on hand to deal with the day-to-day management of your association. Laura Gibson, who spent five years working for one of the UK's largest membership organisations, along with Rachael Scott and Leonna Waggot will look after the needs of your members, board and executive committee. Between them they handle hundreds of calls and emails, oversee membership renewals, book travel and accommodation, plan meetings, take minutes, update websites and much much more. Laura is a member of MemberWise and regularly attends events and meetings to keep up to date on legislation changes and process updates for charities and not for profit organisations.

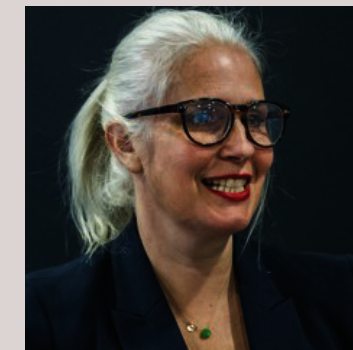


## The Finance Team

Our ACCA and AAT qualified finance team have extensive experience providing finance back office support for associations across various sectors.

Headed up by Echo Director, Tracey Christy the team provide a wide range of financial support services for associations, from day to day bookkeeping, credit control and reconciliations through to cash flow management, management accounts and VAT returns.

Visibility and understanding of your finances is essential to running your association, and we can assist you in reviewing and setting up your finance systems. This will not only ensure you have the tailored management information you require, but will also give you the tools required to ensure you meet all your financial reporting obligations.



## The Events Team

The Echo events team boasts an impressive line-up of event professionals who specialise in delivering seamless, intelligent and inspiring events. Between them they have over 40 years experience and have worked for some of the largest conference companies in the world (MCI, EMAP, Centaur Media, Ascential Events, Clarion Events).

Overseen by Echo Directors, Dorothy Inverarity & Claire Westgate the team offer full event management services and sponsorship sales, they can deliver on a wide range of event styles including conferences, exhibitions, award ceremonies, gala dinners, social events and more. They'll advise you each step of the way and manage every aspect of your event from conception to the main day.

*"Echo have been professional, supportive and innovative throughout the time we have worked together. The staff are always friendly and willing to help. They bring new ideas and have supported our organisation to move forward. I hope to continue our relationship for many years"* **Chair, BACCN**

*"I cannot praise Echo enough for delivering an extremely personal and professional service. With Echo's support we've been able to deliver a high class professional academic conference which provides our delegates with an all round conference experience".*

**Conference Director, BACCN**



# ASSOCIATION SERVICES...

Echo offers a range of services each of which can be tailored to you and your organisation. We have a number of options to choose from including our 'All Inclusive' package which provides everything your organisation might need to run your membership seamlessly. Alternatively, we can build a bespoke package around you and your specific requirements.

## Membership Management

Members are the lifeblood of an association. Our dedicated team will be at the end of the phone Monday - Friday to answer any member queries on your own dedicated line. The team will answer with your organisation's name and respond to emails with your email address. To the outside world we are your in-house team.

The team are highly skilled administrators and have exceptional customer service skills. They'll manage your membership database and issue regular emails, letters, membership packs and promotional material to your members. It's important to us that we build a relationship with your members, we'll take the time to get to know and understand them, resulting in a retained membership that continues to grow.



Example of membership growth in a 4 year period following the implementation of Echo's association management services. This graph is based on actual results of one of Echo current clients.

## Marketing & Communications

Every association's marketing needs are different and can range from designing and managing websites, planning and delivering social media strategies, designing promotional materials such as posters and flyers or keeping in contact with members through regular newsletters.

Echo work with trusted website developers to create bespoke association websites which are designed around you and your members. These websites can be managed entirely by the Echo team or handed back to you.

The following websites were implemented and are managed by Echo:

[www.bapco.org.uk](http://www.bapco.org.uk)

[www.baccn.org](http://www.baccn.org)

[www.southnorth.co.uk](http://www.southnorth.co.uk)

Equally we can provide content management for any established website you already have in place.

Social media is a key platform for communicating effectively with your members and promoting your activity. The Echo team are experienced at using all social media platforms and can help plan and deliver on social media campaigns and content.



## Financial Management

It is crucial that your association is able to manage its finances safely, adequately in line with your association needs, and also in line with any legislative or regulatory requirements.

Day to day, our finance team ensures all necessary sales invoices are raised and membership fees collected. Invoices and receipts issued include all the correct information and branding ensuring the house format on official documents is consistently maintained. Supplier payments and expense claims are duly scrutinised and appropriately authorised via a secure process before payment is made.

Cash flow management and credit control management are key to any organisation and our experienced finance team can assist with this. We safeguard your funds as if they were our own. This means we pay attention to every item of income and expenditure.

The correct application of VAT is imperative for regulatory requirements and we understand this. Potential VAT issues are not ignored or swept under the carpet. Experienced in group VAT, cash VAT, and partially exempt VAT, we are diligent in our application of compliance.

Overall, the correct financial reporting framework must be applied, and transactions must be thought of in terms of their substance and legal form.

Management accounts are prepared on a timely basis, are accurate, understandable, complete and comparable. Your Management Accounts should be clear and of use in assessing performance and making informed decisions.

In addition to the more traditional reporting formats, there is an increased interest in providing alternative reports. Social and environmental reporting is growing in popularity, as is the use of Alternative Performance Measures (APM's). We can assist you in designing processes to report results in a format that suits your association's needs.

With associations inherently having a wide range of external interested stakeholders, transparent financial reporting is key to maintaining the associations integrity and ensuring members remain informed.

## Board Support & Meeting Management

If members are the lifeblood of an association, then the Board is its heart. We are experienced in supporting such Boards as they meet to make management decisions – we regularly arrange Board Meetings in venues from Budapest to Birmingham, Copenhagen to Cardiff. In each case we arrange the meeting venue, catering, transport, accommodation and can provide any required management reports and input papers.

Before your Board Meeting we'll prepare your Board documents, agendas and input papers. Meetings with technical topics and attendees from different nationalities can be challenging but we always ensure that concise, accurate minutes are produced quickly and circulated in a timely manner.

We currently provide meeting support to over 25 such meetings annually. We also have experience of invigilating and co-ordinating Board rotations and elections.

## Corporate Partnerships

Our experienced sponsorship manager can design corporate packages around your organisation. These provide an additional revenue stream for your association and offer industry partners the opportunity to promote to your membership all year round.

*"Thank you for all your support this week, you are a great team, a pleasure to work with and a credit to TCCA and BAPCO."*

**Marketing Manager, TCCA**



# EVENT MANAGEMENT SERVICES...

Whether it's a conference or an awards ceremony - events are what bring your membership together. Echo's event team produce and manage around 20 events a year from small meetings to large scale conferences and exhibitions. Below is an outline of our event management services.

## Delegate Management

Using our state of the art registration system we can process all your event bookings securely and easily. Delegates complete an online registration form which can be tailored to your event and data requirements. We can take online payment through Worldpay or issue an invoice for payment at a later date.

Automated confirmation emails are generated on registration, these can be branded to your event. The team keep regular contact with your delegates, updating them on key event details as the event progresses. Prior to the day we'll send a 'know before you go' email with all the final information so your delegates arrive fully prepped for the day.

## Venue Sourcing

We've delivered events throughout the UK and internationally. Our team have a diverse background and use a wide range of venue types from well-known hotel chains to conference centres and bespoke venues to more creative spaces. We can help you source the right venue for your conference taking into consideration budget, space, flexibility, location and style.



## Sponsorship & Exhibition Sales

Our experienced sponsorship manager, Nicole Dixon, will work with you to identify potential sponsors and exhibitors for your event. We produce bespoke packages and a sponsorship prospectus which will work as an essential selling tool.

We work hard to create a relationship between the event and the sponsoring companies, resulting in a lasting partnership which offers benefits for both sides. On-site we'll look after all the exhibition build, deliveries and set up. Your sponsorship manager will ensure all deliverables have been met and that your sponsors and exhibitors have their event expectations exceeded.

## Event Marketing

From websites to marketing campaigns to social media and print adverts. We have experience of using all mediums to communicate your event to your target audience. Your project manager will put in place a detailed marketing plan which will highlight key event dates such as early bird deadlines and speaker announcements.

We understand that budgets are often tight and paying for expensive advertising space is not always an option. To help make your marketing budget go further we seek out reciprocal deals with relevant industry associations, publications and groups to help promote your event to a larger audience.

*"Echo are always open to new ideas and finding ways to help us achieve our objectives. We have worked with Echo for several years now and they have always been supportive."*

**Marketing Consultant for Linet**





## Abstract Management

Our online abstract management system ensures that the submission, collection and review is simple and seamless for all involved. Delegates upload their abstract through an online form branded with your event. The reviewers can then view all abstracts allocated to them, blinded or not, depending on your requirements. Upon completion, the reviewer comments can be sent directly to the submitters via the system.

Once the full review is complete, the abstracts are downloaded for printing in your onsite programme, conference app, journal or abstract book. Our experienced project managers can advise on the best style and format for your audience.

## Programme Development

Many of the conferences we organise have complex programmes with multiple streams and session types. We've worked with themed symposiums, interactive workshops, electronic poster presentations and even simulation labs!

We can help you develop a varied programme which flows and offers a diverse day for the delegates. It's important to include good networking opportunities and offer an event which delivers the correct balance of knowledge sharing, social interaction, learning and debate.

## On-site Management

Our on-site team work tirelessly to ensure everything runs smoothly and are always on hand to deal with any situations which may arise, allowing you to focus on and enjoy your event. We know how important it is to create a first impression and that's why we put so much emphasis on our on-site team. We are professional, well informed and above all greet your delegates with a warm and welcoming smile.

## Financial Management

We have an experienced finance team who are dedicated to managing the finances for your event. They ensure all delegate and sponsorship income is received in advance of the conference and handle all supplier invoices. UK or abroad we have experience of handling VAT implications for events. Your project manager will create a working budget for the conference which will be updated on a regular basis as the conference develops. We always work to get the best price for the event without sacrificing on quality.

## Design and Promotional Materials

The design of your brand is what gives your conference its own identity and helps delegates associate with your event. It is of utmost importance that all promotional and on-site materials carry this brand. Echo has in house design capabilities and can advise and create design concepts for your event or use an already established brand to create new materials.

## Post Event

Following the event, it's important to keep momentum going, and capture feedback when it's still fresh in the mind of your delegates. We can do either hard copy or online feedback forms which can be linked to certificate of attendance downloads or other incentives. As standard we always create a post conference report which analyses key areas of the event and offers recommendations for future years.

*"Our partnership with the BACCN which is facilitated by Echo has been nothing short of fantastic and we are very honored to get to work with such great partners"*

**Director of Marketing, EMEA Stryker**



# WHY CHOOSE US?

**Each member of the Echo team brings expertise in events, membership services, secretariat support and finances.**

We're very proud of our team and the fantastic work they do, you can read more about them and connect with them on LinkedIn through our website - [www.echoevents.org/meet-the-team/](http://www.echoevents.org/meet-the-team/)

**Our ACCA and AAT qualified finance team have extensive experience providing finance back office support for associations and events across various sectors.**

The team cover a wide range of services for clients. They can manage all aspects of the finances from invoicing and credit control through to VAT returns, reconciliations and reporting.

**We offer unrivalled customer service.**

We offer more than just a service to clients, we become part of your team - we build relationships with your stakeholders, attend your meetings, get to know your delegates and create lasting partnerships with your sponsors.

**Our registration systems, websites, abstract submission, marketing campaigns and design are all done in house.**

All the core systems we use to run your association and events are in-house. We don't outsource these to third parties. This is important because it means we have direct control and we can work quickly and efficiently for you. Equally if you do require something we can't provide in house we'll always find you a reputable supplier who we (and you) can trust to deliver.

**In compliance with the Data Protection Act 1998 and the GDPR legislation 2018, we are registered as a data controller with ICO (Information Commissioner's Office).**

This means we are legally registered to process and hold personal delegate data, which we believe to be of extreme importance in today's online, data-sensitive world. You can read our full Privacy Policy on our website – [www.echoevents.org](http://www.echoevents.org)

**We're a full member of the Association of Professional Conference Organisers (ABPCO)**

ABPCO is one of very few UK conference and event industry associations to select Full and Associate Members based on peer assessment. This means that clients and suppliers can expect ABPCO Members to deliver business and ethical standards in the management of national and international association and corporate conferences, seminars, meetings, exhibitions and other events. You can view the Echo profile here: [www.abpc.org/abpc-member-profile/claire-westgate/](http://www.abpc.org/abpc-member-profile/claire-westgate/)

## But don't just take our word for it...

"As the Professional Conference Organiser for the British Association of Critical Care Nurses Annual Conference I cannot praise Echo enough for delivering an extremely personal and professional service. With Echo's support we've been able to deliver a high class professional academic conference which provide our delegates with an all round conference experience.

We've been able to grow the very essential exhibition and sponsorship part of conference year on year, which not only provides the BACCN with the necessary and vital financial support but also to expand on the mutual "symbiotic" relationship that exists between our industry partners and the front line staff utilising their products on a day to day basis."

**Karin Gerber, Conference Director, BACCN**



L-R: Nicole Dixon, Sponsorship Manager, Echo; Ian Thompson, CEO, BAPCO; Laura Gibson, Associations Manager, Echo

"Working with Echo has assisted British APCO to increase the quality and financial stability of our association's events including the entire experience for delegates, exhibitors and speakers. Echo has an ability to work across the range of an event, whatever the size or location.

We are supported across the entire event process; planning, the event itself, final reports and lessons learned. This ensures we improve together, from event to event. The ability to tailor the service for each event allows us to focus and customise our own efforts for the association across varying types and styles of events.

We pride ourselves on making our events free to enter for members. As a not for profit association, sponsorship and commercial relationships are vital to our revenue and to an excellent member and delegate experience. The Echo marketing team are effective in working with us to develop relationships and in creating partnerships with sponsors to ensure they achieve what they need from the relationship. At the same time, the team are always happy to discuss stretching targets and alternative approaches that match the association's aims.

Echo understand our association, our aims and our members. They are an effective team whilst being a pleasure to work with on an individual basis too."

**Ian Thompson, CEO, British APCO**



ASSOCIATION MANAGEMENT CLIENTS

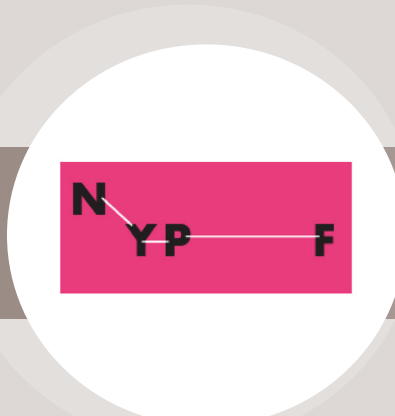
EVENTS MANAGEMENT CLIENTS



**British Association of Critical Care Nurses**  
Full Association Management Services



**British Sarcoma Group**  
Full Association Management Services



**Newcastle Young Professionals Forum**  
Advisory & Support Role



**The Critical Communications Association**  
Full Association Management Services



**BACCN Annual Conference**  
Full Conference Management

**BAPCO Satellite Series**  
Full Conference Management

**BSG Annual Conference**  
Full Conference Management

**British Orthopaedic Oncology Society**  
Full Conference Management

**SusTEM Conference**  
Event Support

**Fairstone Annual Conference**  
Event Support

**Parker Annual Distributor Conference**  
Full Conference Management





# AWARD CEREMONIES

Echo own and produce three regional award ceremonies. These awards take place in the North East of England and are attended by around 400 business professionals.

The Awards portfolio consists of...

**Northern Law Awards**  
[www.lawawards.co.uk](http://www.lawawards.co.uk)

**Northern  
Law Awards  
2019**

**North East  
Marketing Awards  
2019**  
Main Partner:  
**NIGEL WRIGHT  
RECRUITMENT**

**North East Marketing Awards**  
[www.northeastmarketingawards.co.uk](http://www.northeastmarketingawards.co.uk)

**North East Accountancy Awards**  
[www.accountancyawards.co.uk](http://www.accountancyawards.co.uk)

**North East  
Accountancy Awards  
2019**  
Main Partner:  
**NIGEL WRIGHT  
RECRUITMENT**



*Superb event its getting better and better, I attend many of these events and its probably one of the best.*

**Director of Clerking and Business Development, Parklane Plowden Chambers**

# CASE STUDIES

There are a number of case studies on our website which provide more indepth information on our services for both associations and events. You can view these by visiting [www.echoevents.org](http://www.echoevents.org) and clicking 'Case Studies'

Client references are available on request.

*"I work with several organisations through the sponsorship of different events, but none are as positive, organised and client focused as when I work with Echo. I enjoy working with the team at Echo and know that every email exchange and meeting is going to add value and be a good use of my time. The team gives me the confidence that I know they will keep Nigel Wright Recruitment at the forefront of their minds, as the main sponsors, and suggest and utilise all appropriate branding opportunities for us."*

**Marketing Manager, Nigel Wright Recruitment**





# CONTACT US

For new business enquiries please contact:

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Or visit: [www.echoevents.org](http://www.echoevents.org)

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