

## Case study



October 2007

*"You and your team were magnificent.  
Truly magnificent.  
They leapt right in and saved the day.*

*"We all thank you for doing more than a job - much, much more than just a job. You and your great group put your hearts and soul into making our dream work. Women in the world are in a better place and some of us who were working side by side with you are very grateful indeed."*

Jill Sheffield, President Emeritus, Family Care International

With just 4½ months to the largest event in their history, Family Care International, an NGO focusing on maternal health, approached Enkanta to take on the project management role for their inaugural *Women Deliver* conference and exhibition.

Due to take place at ExCel London in October 2007, the event was still very much in the embryonic phase and in need of a confident, experienced team to guide it to success. Starting from the beginning, Enkanta renegotiated all of the existing contracts to secure the best possible deals and financial positioning for the client and then began the Herculean task of creating the specifications for each and every aspect of the event; from designing a new floorplan and bringing in the teams to build and rig a plenary arena for 1800 delegates, to arranging the AV requirements across 27 breakout rooms and organising the logistics for the largest gathering of government Health Ministers ever seen in the UK. Enkanta provided registration, sales, operations, organisational and marketing support for the entire event.



Many of the sessions were filmed both for webcast and for broadcast on Healthcare TV as well as being translated into both French and Spanish for delegates who had travelled from all corners of the globe to attend. Enkanta specified the AV and IT requirements for an international press office that was host to journalists from the US, Asia, Europe and much of Africa.