

Case study

bpas 40th Anniversary conference

25-26 June 2008



From their experience at Women Deliver, **bpas** - The British Pregnancy Advisory Service, approached Enkanta to manage their 40th Anniversary conference - The Future of Abortion: Controversies & Care. Organised to take place shortly after the debate about the Human Fertilisation and Embryology Bill, the event was an important milestone in this organisation's history.

The conference was opened by Rt. Honourable Dawn Primarolo, MP, Minister of State for Public Health and consisted of a single stream of sessions on the first day, featuring high level speakers from both the pro-choice and pro-life viewpoints, with two more tailored streams on the second day designed to bring procurement professionals/commissioners together with suppliers and clinicians

Enkanta provided all the expertise required to plan the conference, including:

- Liaison with venue
- Initial budgeting and strategic planning advice;
- Setting of delegate registration fee rates, including early bird discounts, discounts for NGO, public body and charity organisations
- Specifications and tenders for all appropriate suppliers, including AV and catering;
- Provision of registration services
- Writing marketing plan, purchasing media, creation of marketing collateral and execution of marketing plan.
- Content management of event website
- Development of relationships with partner organisations
- Provision of all temporary staff onsite
- Operational support
- Planning and management of evening debate and post event reception

The event attracted nearly 300 delegates, including clinicians, commissioners, lobbyists and representatives from public sector organisations.