

Success story Enhancing events through technology



Bringing technology to the forefront of Publicis Blueprint's objectives to ensure the success of DevWeek, a leading UK conference for professional software developers, managers, architects and analysts.



Delegates attended the highly successful event



Years of partnership
for the event

Long standing partnership

DevWeek has spent 19 years providing a unique opportunity for delegates to keep their skills up to date with the latest technologies, best practices and frameworks. With industry-leading experts covering content on everything from Agile to UX, DevWeek is designed to ensure targeted delegates understand the current developer landscape.

Capita Travel and Events has managed this annual event for Publicis Blueprint, for over 15 years.

Engagement strategy

This event offers delegates a chance to sharpen their skills and walk away with new opportunities to apply them to their daily professional roles. Publicis aimed to attract over 500 paying delegates to the most recent event; the content had to be fresh and appealing for new and returning audiences.

For the latest event, the Publicis brief included:

- Sourcing and managing all audio-visual requirements.
- Creation of a bespoke delegate registration and management website.
- Production of event collateral including badges and signage.
- Management of all third party suppliers for audio visual (AV), photography, venue and catering.
- On-site event management services and logistics.
- Full project management including budgets for all third party suppliers.
- Speaker management.
- Creation and management of sponsors' exhibition area.
- Creation and management of smooth delegate flow throughout the venue.
- Health and safety responsibilities.

The event

The event featured over 100 breakout sessions and a wide range of full-day workshops. There was a mixture of practical 'real-world' sessions alongside exhibitions, theoretical overviews and industry perspectives from keynote speakers.

With space for each of the sessions strictly limited, registration opened six months before the event. The delegate registration system was vital to DevWeek's success and had to be quick and easy to use for delegates from across the world.

This user-friendly approach helped prevent potential delegates from stopping part way through their registration process.

It also enabled the organisers to vet admission applications.

In addition to a smooth and seamless registration process, the delegates' event experiences were streamlined. This was achieved by introducing new technology to deliver mass personalisation; delegate badges with in-built radio frequency identification (RFID), recorded individuals' movements around the sessions and exhibition, without the need for regular and intrusive badge scanning.

The RFID maximised the return on investment for Publicis by capturing valuable qualitative and quantitative data insights into attendees' behaviours and preferences.

The newly introduced technology also meant that at the end of each day, delegates could receive a relevant summary of the day's sessions.

The daily summaries included all presentations, audio and supporting content that related specifically to the sessions that each individual had personally attended.

This tutorial style approach maximised the attendees' value for money.

Success

DevWeek 2016 was another successful event with positive feedback from the delegates and the customer, and exhibitors citing record number of sales leads.

For more information on the event and key deliverables, [view the video](#).

"The support we have from Capita has been superb from the start; from looking at our objectives, how we wanted to implement new technology and enhance the experience of delegates."

Business Director, Publicis Blueprint

Highlights

- 15 years working in partnership to deliver a highly successful annual event for over 500 paying delegates.
- 360 degree services delivered a week-long event consisting of main plenary sessions, over 100 breakout sessions and a range of full-day workshops.
- In-event delegate interaction and post-event analysis, through the use of RFID technology.

If you'd like to know more, get in touch with a member of the team:

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