



Chartered Institute of Procurement and Supply (CIPS) Annual Conference, Dubai

The project

Client: CIPS Annual Middle East Conference
Project Type: Annual Conference for Middle East Region
Venue: Shangri-La Hotel, Dubai
Dates : 22nd – 26th October 2007
Audience: Over 125 senior decision makers from the Procurement and supply chain industry.

The overcoming challenges

- Delegates of very high calibre: CEO's and Managing Directors of Companies
- Developed a successful strategy with regard to delegate Management
- Efficient Speaker Management
- The CIPS brand was promoted in the UAE extensively in line with the corporate guidelines
- Enhanced meeting facilities were coordinated
- Reviewed the re scheduled conference

The tools

- Experienced and enthusiastic team of event managers and co-coordinators
- Cutting-edge event business management software (IT system)
- Proven and recognised methodology of work resulting in a professional and hassle-free Conference organisation

The verdict

Ann Parrat, Conference Manager of CIPS commented:

"CSI is a great partner for any organisation to work with. They are extremely flexible and very efficient in setting up a good communication strategy which ensures the success of any conference. CSI also understand the needs and requirements of CIPS and acts very proactively. Their organisation skills were amazing. We would be working with CSI in all our future Conferences".

The results

An increased delegate attendance from the last years Conference.

A successful Conference for the destination: Dubai

WHY CSI?

CSI demonstrated an in-depth knowledge of the event industry whilst ensuring meticulous preparation with a proactive and dedicated team which resulted in a **memorable** Conference **and a long term relationship** with the client.