



3rd Annual Global Conference of IMA (Institute of Management Accountants)

The project

Client: 3rd Annual Global Conference of IMA
Project Type: Annual Conference
Venue: JW Marriott, Deira
Date: 5th – 7th May 2007
Audience: Accounting and Finance Professionals from around the globe – 100 pax.

The overcoming challenges

- Delegate management: An overall co-ordination with delegates for conference registration, accommodation and airport transfers
- Successfully delivered last-minute requests during on-site operations
- Finance management: Collection & monitoring of registration fees received via credit cards and bank transfers
- Official conference website management: Co-ordination with organisers to upload pre & post conference information

The tools

- An excellent on-line registration
- Well experienced team of event managers and co-ordinators
- Maintained the Corporate identity

The verdict

Susan Bender, Scheduling & Registration Coordinator, Institute of Management Accountant

"CSI has contributed an immense effort towards the success of the 3rd Annual Global Conference of the IMA. CSI being the local co-ordinator for the conference, ensured that every aspect of the event was well organised"

The results

- IMA received a positive response from the Middle East delegation, hence they have implemented a Middle East Chapter for IMA
- An overall successful conference
- A 30% increase in registration from last year which included leading Government entities from the region

WHY CSI?

CSI played an active role in structuring the Conference from the pre conference period. Demonstrated a great knowledge in streamlining the conference proceedings and adapted to the requirements of the delegates at short notice. The end result was a very productive conference and a long term relationship with the client.