Case Study

Annual Conference

The Hilton Hotel, Barcelona

EVENT & ASSOCIATION MANAGEMENT

Delegant

organising success

The ACDM Annual Conference has grown over the last few years and ACDM23 was no exception. In 2018 the conference was a 1 day event attended by 125 people and 10 exhibitors. This was the first conference Delegant delivered for ACDM. ACDM23 was a two and a half day event attended by over 370 people, 35 exhibitors and over 150 different organisations were represented.

The event has grown in reach from being predominantly a UK based offering to now attracting people from over 24 countries across the world, including countries like Australia, Korea, South Africa and the USA.

The ACDM Annual Conference popularity increases and even before ACDM23 had started we had sold virtually all the sponsorship for ACDM24. Within 2 weeks of ACDM23 finishing the revenues for sponsorship and exhibition at ACDM24 had passed 120% of those for ACDM23.

Event by Numbers

2023

370	35	52	21	6	680
attendees	exhibitors	speakers	sponsors	networking events	hotel nights
↑ 64%	↑ 46%	↑ 30%	↑ 163%	↑ 100%	↑ 94%

2022

225	24	40	8	3	350
attendees	exhibitors	speakers	sponsors	networking events	hotel nights

Services Provided

- Fully branded event website
- Full event management
- LED wall stage set with full AV support
- Delegate branded material
- Interactive audience participation
- Barcelona Tour
- Wine tasting
- Sangria by the sea networking evening
- Conference dinner
- Awards presentations
- Social media before, during and after

The Highlights

What makes the event so successful is the combination of attendees, content, networking and also the social aspects. The social aspects of the conference serve the purpose of informal networking and are really effective in "breaking the ice" before the main conference begins. At ACDM23 these included wine tasting (200 people) and a trip to a restaurant by the beach for "Sangria by the Sea". This was popular and 5 coach loads (230 people) departed the conference venue to head to the beach.

The main conference was 2 days in duration and was full of content. ACDM23 saw the introduction of 4 different breakout streams that focussed on specific topics. Speakers for these streams were selected from a call for abstracts and this proved a very popular addition to the main plenary sessions. Ten companies had booked to give "Demo Sessions" at ACDM23 and these comprised of two parts: a main 1 hour session and a bite size 15 minute session. These Demo Sessions proved very popular and are now a permanent part of the programme.

More than 350 people attended the much talked about ACDM Conference Dinner. The evening is always one of the highlights of the event and this year proved no exception. A drinks reception, fantastic food, the Annual Awards, the annual Yes/No game and then a live band, a dance lesson and a disco. What a night.

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