

# Case Study

## Annual Conference

Radisson Blu Scandinavia Hotel, Copenhagen



EVENT & ASSOCIATION  
MANAGEMENT

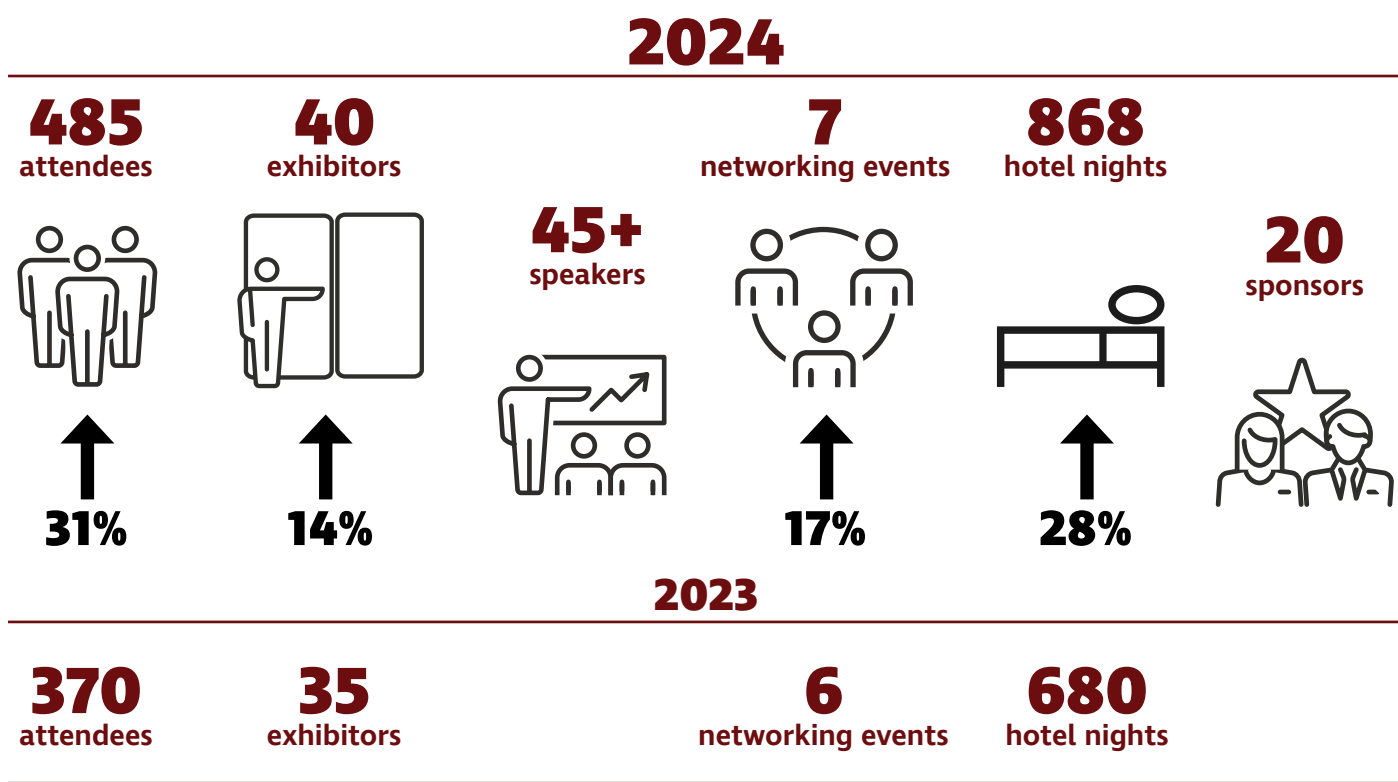
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The ACDM Annual Conference has grown over the last few years and ACDM24 was no exception. Looking back, the Conference was a 1 day event attended by 125 people and 10 exhibitors back in 2018. For 2024, the ACDM24 event took place over two and a half days with almost 500 people in attendance, plus 40 exhibitors and over 175 different organisations were represented.

The event has grown in reach, from being predominantly a UK-based offering to now attracting attendees from 30 countries around the world.

ACDM23 back in Barcelona was a fantastic event that saw over 370 attendees join, and this success and popularity continued to grow for ACDM24, with the majority of sponsorship also sold before the 2023 event had taken place.

## Event by Numbers



## Services Provided

- Full event management
- Fully branded event website
- Venue branding
- Delegate branded material
- Interactive audience participation
- Copenhagen Tour
- Networking at Copenhagen Distillery
- Fitness Club
- Leading the Industry Forum
- Conference Dinner
- Awards presentations
- Training sessions
- Social media before, during and after
- Event App



## The Highlights

The success of this event was down to a combination of elements: the attendees, event content, networking opportunities, social aspects and more. The social aspects of a conference are important for these events, they are designed to be an “ice-breaker” for delegates before the main conference, providing opportunities to make new connections and meet with old friends and colleagues. For ACDM24 these included a Colourful Copenhagen Tour, Leading the Industry Forum, Welcome Drinks, CDM Leaders & Influences Reception, a Networking Evening at a local distillery, and a Fitness Club.

The main conference was 2 days in duration and was full of content. ACDM24 saw 8 different breakout streams that focussed on specific topics taking place, an increase on the 2023 event with 4 breakout streams. Leading industry experts took the stage for the breakout streams (selected from a call for abstracts) and the main plenary and panel sessions. This year also saw the introduction of 2 new training sessions for attendees.

More than 10 companies had booked to give “Demo Sessions” at ACDM24, and these comprised of two parts: a main 1 hour session and a bite size 15 minute session. These Demo Sessions proved to be popular once again.

420 conference attendees joined us for the much talked about ACDM Conference Dinner, and the evening was once again one of the main highlights of the event. A drinks reception, fantastic food, the Annual Awards, the annual Yes/No game and two live bands to finish. What an event.





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