



IPSWICH & SUFFOLK
SMALL BUSINESS ASSOCIATION

To Whom It May Concern

This testimonial is given to Boleyn Events Limited and based on their managing of the ISSBA (Ipswich & Suffolk Small Business Association) Suffolk Business Exhibition which took place on 2nd May 2007 at Trinity Park Conference Centre in Ipswich. Having been successful at tender in December 2006, Boleyn Events were awarded the contract for the ISSBA Suffolk Business Exhibition (which was renamed from the Trade Fair following the awarding of the contract).

ISSBA is a voluntary-staffed organisation run by a Committee of 12 members to provide networking and promotion opportunities to local businesses and works very closely with the Suffolk Chamber of Commerce, Ipsenta and Business Link, as well as linking in with Ipswich Borough Council and the like. The Suffolk Business Exhibition is the most prestigious event in their annual calendar.

The work involved:

- Writing Press Releases for the ISSBA Newsletter each month leading up to the event
- Preparing the Layout Plan for the Exhibition
- Liaising and negotiating logistics and prices with the venue, shell scheme and other suppliers
- Working with local companies and organisations to maximise sponsorship
- Working in partnership with design and printing consultants
- Working in partnership with Archant Newspaper Group to maximise publicity for the Exhibition and also promote advertising opportunities to ISSBA members
- Liaising with Committee Members and volunteers to co-ordinate additional help
- Overseeing the arrangement of 10 Seminars which ran alongside the Exhibition
- Co-ordination of all staffing and equipment (+ e.g. PAT testing to ensure legal compliance for exhibitor equipment) for both the Exhibition and Seminars
- Managing the Exhibitor Training Evening
- Managing the budget for the Exhibition in liaison with the ISSBA Treasurer and Chamber of Commerce
- Taking bookings and payments from Exhibitors
- Providing Information Packs and dedicated help on a day-to-day basis to Exhibitors and Visitors to the Exhibition
- Overseeing the Event on the Day including Reception, arrangement of Judges and Prize-Giving for The Best Newcomer and Best Exhibitor at the Exhibition
- Liaising with ISSBA website manager
- Providing a dedicated website containing all information about the Exhibition for Visitors to operate alongside the ISSBA website
- Attracting and helping recruit new ISSBA members
- Managing Feedback from Exhibitors and Visitors
- Measuring the number of visitors to the Exhibition



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- Provision of Monthly Progress and Final Reports to the ISSBA Committee

The event ran extremely smoothly and very positive feedback was received from both Exhibitors and Visitors about the standard of organisation and professional look and feel of both the Exhibition and Seminars.

I would have no hesitation in recommending the services of Boleyn Events Limited and would be pleased to act as a referee on their behalf.

Vivienne Maunder
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