



EXHIBITIONS & LIVE EVENTS: OPERATIONS MANAGEMENT

INFORMATION PREPARED BY: GILL GEENS AND MIRIAM SIGLER
DIRECTORS, WAYS & MEANS EVENTS LTD



INTRODUCTION

We're a small but mighty team of global operations experts who love, live and breathe exhibitions and live events.

We opened over a decade ago with a vision to be an event operational management company with a difference. We have gone on to be at the forefront of leading exhibitions and conferences of every shape and size.

Taking our collective experience from leading operations for one of the world's most prominent event companies, our founders, Miriam and Gill, are passionate about ensuring innovative, effective solutions for clients - no matter their size or budget.

We partner with your team to take care of the 'nuts and bolts' leaving you free to sell and market your event.

From tiny acorns... the Ways & Means team has done a lot more than WATCH us grow, they have ENABLED us to grow this event.

-Bill Hammond
Show Owner & Director
Big Data LDN



COMPANY DETAILS

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WHERE'S THERE A WILL, THERE'S A WAYS & MEANS

WELCOME TO WAYS & MEANS

A Selection of the events we work on

NATIONAL
GEOGRAPHIC
TRAVELLER
FOOD FESTIVAL
20-21 JULY 2024



LONDON
Stationery
SHOW
ARTS • CRAFT • PAPER • WRITING

**CLERKENWELL
DESIGN WEEK**



the **Baby
& Toddler**
show



Our qualifications



**DELIVERING YOUR EVENT:
WHAT WE CAN DO FOR YOU**

EXHIBITOR MANAGEMENT

- Creation and distribution of Exhibitor Manual
- Management of all exhibitor operational queries & communications
- Chasing and collation of all exhibitor information including safety paperwork
- Design, implementation and ordering of exhibitor packages

"Their creative use of the space and knowledge of what is acceptable allowed us to maximise the space and enhance the visitor flow around the show"

Adam Jaffe
Director, Oliver Kinross

FLOORPLANS

- Design and management of floorplans
- Advise on floorplan structure and best use of space
- Advise on venue, council and industry floorplan regulation
- Liaison with the venue and Local Authority to ensure floorplan compliance

BUDGET

- Creation of show budget in conjunction with the team
- Advise on realistic budgeting
- Management of budget
- Regular reporting throughout the show planning process in line with clients budgeting timelines

"There could never be a question in respect of Ways & Means ability to fulfil their operational role, being one of the most diligent, organised and fair clients that we deal with"

Adam Aston
Creative Hire

SIGNAGE

- Creating signage concept in conjunction with designers
- Creating signage and schedule
- Managing sign off and amends procedures
- Managing onsite delivery

FEATURES & LOGISTICS

- Advise on the best use of feature and logistics space
- Tendering of feature builds
- Working with contractors to ensure both functionality and creative requirements are met
- Ordering of equipment and staffing required for features
- Managing onsite delivery

"The Ways & Means team always do such an amazing job. Their professionalism and ability to constantly deliver at such a high level never fails to impress me.

Zoe Jobson
Portfolio Director
Ocean Media

VENUE LIASON

- Management of venue relationships post tenancy contract
- Advising client on best use of venue space
- Liaison with venue in-house contractors - i.e. cleaners, traffic, rigging, catering

CONTRACTOR LIASON

- Supporting and advising on tenders for any contractors outside of venue and existing contracts
- Management of contractors and ensuring they are competent and suitable for the job
- Ensure the best price and service from contractors
- Management of contractor schedules
- Collation of safety documentation

"We consider ourselves so lucky to have Ways & Means as an extension of our team. Their ability to negotiate with suppliers, manage budgets effectively and create events that make our stakeholders happy has contributed greatly to our ability to grow not just the show but also its revenue."

Marlon Cera-Marle
Director, Media-10

SECURITY LIASON

- Tendering and appointment of security company
- Briefing and managing the appointed security team
- Ensuring venue minimum requirements are met
- Ensuring safe practices are in place in case of an incident

PURCHASING

- Placing and management of all required orders including -
 - Furniture
 - Staffing
 - Logistics
 - AV
 - Decor
 - Music / Entertainment

HEALTH & SAFETY

- Creation of Event Risk Assessments
- Creation of Event Safety Plan
- Additional Licensing and compliance as required
- Organisation and collation of required event signs offs
- Collation of safety file in accordance with venue and local regulations
- Advise on safety requirements throughout show planning

ONSITE

- Ensuring the smooth running of the event
- Coordinating with all involved parties & venue
- Management of incidents onsite
- Dealing with contractor, visitor & exhibitor queries

POST SHOW

- Full written show debrief report
- Face-to-face debrief meetings
- Providing budget analysis and learning

"We have had the pleasure of working with Ways and Means for many years and on a wide variety of projects. They consistently deliver on professionalism, flexibility and willingness to go above and beyond to get the job done. What makes them really stand out, however, is the positivity and personal touch that is present at every event on which they work. I would not hesitate in recommending them, whatever type or scale of project."

Laura Tythcott
Sales & Marketing Director
Whitespace Group

"Knowing that Miriam, Gill or their team will be onsite means we can be comfortable that everything is done effectively, efficiently and without cutting any corners. They have managed to build fantastic relationships with the entire venue team, and know that no matter what issue we are facing, together, a solution will be found."

Gillian Kiamil
Venue Director, Olympia

CASE STUDY: BIG DATA LDN

EVENT STATS

- Client: 3rd Street Group (later sold to RX Global)
- Type: Trade Event
- Venue: Olympia Conference Centre to Olympia Grand & National
- Launch: 2016



SCOPE

- Support a launch show from inception
- Assist owner in growing the show year on year
- Management of all Exhibitors, including front line support to Key Exhibitors
- Design and management of bespoke & turnkey exhibitor package stands made up of graphics, furniture, electrics, lighting and AV
- Budget Management
- Contractor, Venue, Security Liason
- Creating signage schedules and management of process from design to installation
- Health & Safety management and documentation
- Build of multiple seminar theatres
- Management of complex show AV requirements including live relay of keynote sessions

RESULT

From it's inception in 2016 in Olympia's Conference Centre, Ways & Means worked alongside the show owners to grow the show firstly into Olympia West & Central Halls in 2018 and later to fill both the Grand and National halls.

The show was sold to RX Global Exhibitions after its Grand Hall debut in 2021. Ways & Means continued to support throughout this transition, expanding the show further in 2023 with a complete venue take over of both the Grand and National Halls in 2023.



WAYS TO MANAGE, MEANS TO DO

CASE STUDY: MUSICAL CON

EVENT STATS

- Client: Neighbourhood Events Ltd
- Type: Public event - Enthusiast / Fan Convention
- Venue: ExCeL London
- Launch: 2022



SCOPE

- Support a launch show from inception
- Assist owner in growing the show year on year
- Floorplan creation
- Management of all Exhibitors, including Account Managing of Key Exhibitors
- Design and management of bespoke exhibitor package stands made up of graphics, furniture, electrics, lighting and AV
- Budget Management
- Health & Safety management and documentation inc Safeguarding, Crowd Management and Accessibility requirements
- Contractor, Venue, Security appointment and liaison
- Management of all show features inc. production of main stage
- Creation of signage schedule from design to installation

RESULT

Paused due to the pandemic, the organisers of Musical Con were determined to breath life back into their industry in 2022 with the launch of the first Official Musical Theatre Fan Convention.

Ways & Means supported and advised the organisers who had never created an Event of this scale before advising and helping them develop thier visiion for this show

Their extensive Crowd Mangement experience came in helpful welcoming over 5000 fans to the first edition.



WAYS TO PLAN, MEANS TO DELIVER