



Chartered
Institute of
Environmental
Health



Mobile Working:

Increasing efficiency through flexible working

A national conference and exhibition
Thursday 15 July 2010 – London

About the event organisers

- The CIEH events team organise over 200 events per year, attracting more than 2,500 delegates. These events range from large annual conferences to bespoke workshops.
- Our events are designed to ensure the professional development of environmental health practitioners through the dissemination of current legislation, best practice developments and industry innovations.
- We receive consistently good feedback from delegates and in 2009 we achieved a 95% average customer satisfaction rating based on delegate evaluation forms.
- We also offer a high level of event management expertise and have secured tenders from the Department of Health, Food Standards Agency and Health and Safety Executive.

Mobile Working conference: the concept

- Mobile and flexible working enables staff and employers to develop agile approaches to do their jobs with greater ease and accuracy. As well as positive benefits for staff and employers, mobile working can also bring important cost efficiencies to organisations, a problem local authorities are continually trying to resolve.
- At the frontline of public health, environmental health departments are in a unique position to understand the need for increased efficiencies and the tools required to achieve this. Environmental health managers have a significant influence over the way environmental health departments are organised, and are therefore prime contacts for mobile working technology suppliers.
- This one-day conference features high profile speakers from all areas of local government and industry. Delegates will be provided with practical information to make informed decisions on how they can play a part in instilling flexible working practices within their local authorities.
- Delegates will also be able to visit mobile working equipment providers within the exhibition. This will be a great opportunity for exhibitors to demonstrate mobile working solutions directly to their target audience. The exhibition supports the programme by featuring varied key product and service suppliers who will be demonstrating the latest in mobile working technologies.

The Mobile Working exhibition

This event is designed to demonstrate the approaches taken to implement mobile working solutions. Alongside the conference, our exhibition aims to provide delegates with the opportunity to talk to mobile working providers about solutions to the specific issues that they currently face.

Mobile working is an area where decisive action will produce tangible results. Delegates will want to implement solutions at an early stage, offering exhibitors a unique opportunity to engage with a high value and highly active market.

Why exhibit?

The exhibition will be located in prime delegate traffic areas and central within the refreshment area, providing several opportunities throughout the day to meet new clients and demonstrate products or services. Having an exhibition stand at the Mobile Working conference enables you to:

- Have direct access to chief environmental health officers and heads of environmental health
- Have face-to-face communication with key decision makers
- Have a ready-made platform to launch new products and services
- Offer live product demonstrations
- Increase brand awareness

It is also an excellent opportunity to make new contacts and generate leads for future sales. You may even consider conducting some market research to discover how you can best match current needs. You will also network with fellow mobile working providers and industry experts to find out any recent developments that are affecting the industry.

Exhibitors are welcome to attend the Mobile Working conference programme and will receive refreshments and lunch.

Exhibition space

All stands are 6m² (3m x 2m) and include full electrics, a table and two chairs. This exhibition space is offered to you at the excellent rate of £1,000 plus VAT. This price includes two delegate places to the conference, refreshments and lunch.

The package also includes a 50 word biography on the Mobile Working event website. If you would like to include a logo with your biography, please see below for more information on our sponsorship opportunities.

Sponsorship opportunities

There are several levels of sponsorship available. These are designed to offer maximum exposure in what is a very competitive market. The following packages have been put together to guarantee delegate impact and value for money.

What's included:

	Platinum lead sponsor package	Gold sponsor package	Silver sponsor package
Logo on all mailed invitations to 421 local authority department heads	✓		
Logo on all email invitations to 421 local authority department heads	✓		
Logo on all delegate information distributed at the event	✓		
Logo on all advertisements	✓		
Logo on mobile working website with hyperlinks to your website	✓	✓	✓
150 word profile on mobile working website with hyperlinks to your website	✓		
One A4 literature insert in delegate	✓	✓	✓
Exhibition stand (3 x 2m)	✓	✓	✓
10 minute presentation slot at lunchtime (advertised on the programme)	✓	✓	
Full delegate list access before and after the conference	✓	✓	
Logo on all delegate badges	✓		
Logo on all delegate literature	✓	✓	
Literature distribution from registration desk	✓		
50 word profile on mobile working website	✓	✓	✓
Refreshments sponsorship	✓	✓	✓
Package price	£10,000 + VAT	£5,000 + VAT	£2,000 + VAT

Other promotional materials are available for sponsorship, please call 020 7827 9929 or 020 7827 5809 to discuss in more detail.

Audience size and quality

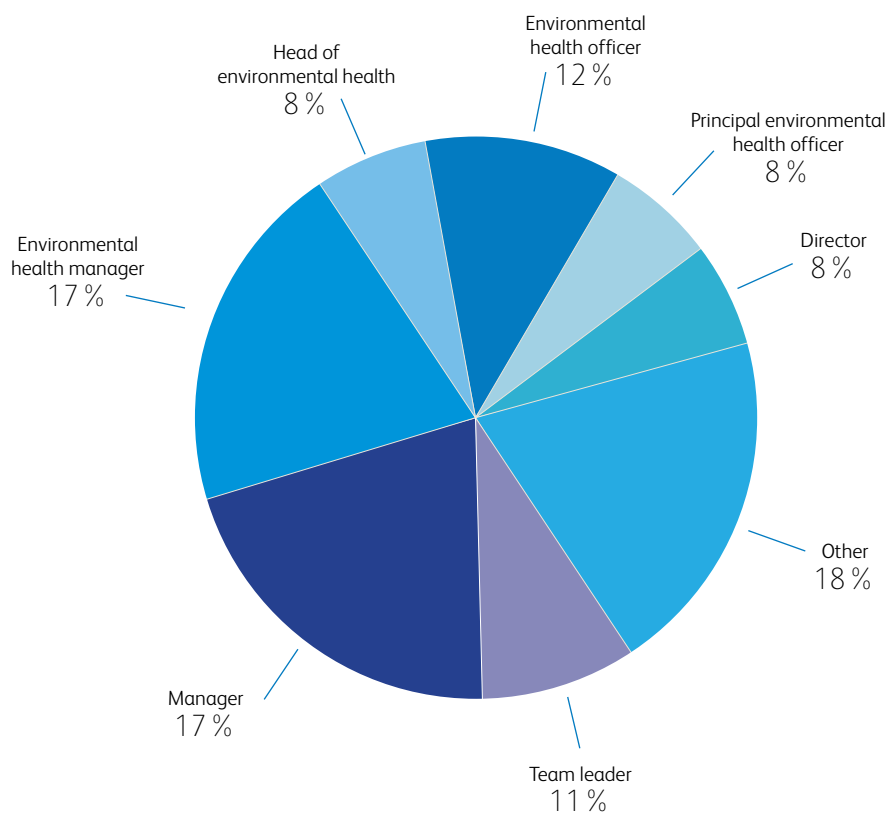
Our events are attended by the foremost public health and environmental health professionals in the UK.

The Mobile Working event is specifically aimed at the following audiences:

- Chief environmental health managers
- Environmental health managers and officers
- Trading standards managers
- IT managers

Delegate list and breakdown

In 2009, 106 delegates attended the Mobile Working conference and exhibition. Here is a breakdown of their roles:



Targeting the audience

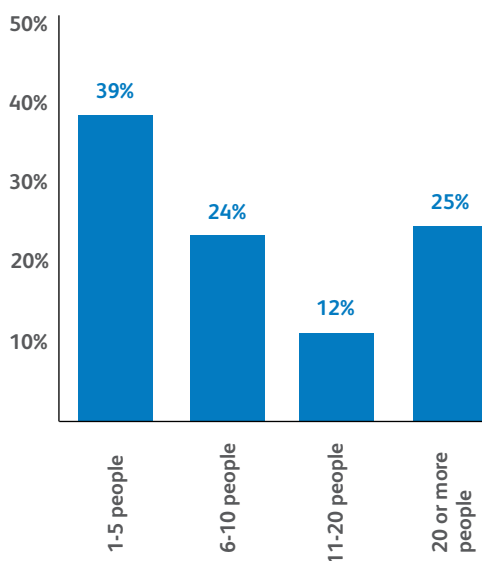
The following marketing activities will be undertaken to promote the Mobile Working event, to identify and attract environmental health managers, whilst giving sponsors maximum profile from this event.

Event promotion through Environmental Health News (EHN)

With a targeted circulation of 11,800 and a readership of 24,400 advertisements will be seen by senior professionals who manage, drive, shape and influence all aspects of environmental health and safety, both in public sector organisations and major private sector corporations .

Quality circulation to senior professionals

42% of EHN's readers manage teams. The sizes of these teams are shown below.



Reader profile

- 76% work as qualified EHOs within public sector organisations
- 17% of readers work for private sector corporations
- 7% of readers work as specialist environmental health and safety consultants

EHN offers an extended readership of over 24,000 professionals due to a pass on rate of 2.07 people per copy, per week. (Readership Survey, March 2006).

EHN marketing activity

In EHN there will be at least one quarter page advertisement in each issue leading up to the conference in July. All advertisements will include the company logo of our key platinum sponsor.

Normally the rate card price for a quarter page advertisement in EHN is £1,300 + VAT per insertion.

CIEH website

Attracting a near 40,000 visits per month, www.cieh.org is a much valued resource for our 11,000 members and all those with a professional interest in environmental and public health.

The Mobile Working event will have its own branded web pages within the CIEH website, which will include sponsors' logos, profiles and hyperlinks.

Personal invitation to heads of environmental health

Personal invitations will be sent to 421 heads of environmental health departments by post and email. All of which will feature the platinum sponsor's logo, full programme details and links to sponsor websites where applicable.

Our contacts have been privately sourced and are regularly qualified to ensure high levels of accuracy.

What our customers say

We pride ourselves on delivering satisfaction for all sponsors, exhibitors, speakers and delegates:

“Well done CIEH. Worthwhile trip from the North East.”

Joanne Waller, Durham County Council, Mobile Working 2009 delegate

“Excellent, I feel inspired and motivated. I will be taking ideas back to the authority.”

Angela Jones, Cheshire West and Cheshire Council Mobile Working 2009 delegate

“Hugely motivational day – really enjoyed it.”

Yvonne Hope, Cheltenham borough Council Mobile Working 2009 delegate

“First and last speakers especially motivating.”

Kerry Pitt-Kerby, North Dorset District Council, Mobile Working 2009 delegate

“A useful event.”

Iris Thompson, Hart District Council, Mobile Working 2009 delegate

“Excellent and motivating.”

Rob Crouch, Mobile Working 2009 Delegate

Contact

For more information on the Mobile Working conference, exhibition and sponsorship opportunities please call 020 7827 9929 or 020 7827 5809