CASE STUDY

CLIENT NAME : SOCIETY FOR RESEARCH INTO HIGHER EDUCATION

Type of Event :
Four-day annual research conference with Gala Dinner. This is the fourth year that SRHE have held this particular event at the Celtic Manor Resort. Delegates were a mix of students and educators.

Number of delegates :
Delegate numbers varied from day to day but the conference peaked at 350 attendees.

Number of bedrooms /nights for delegates :
8th December — 8 x beds
9th December — 122 x beds
10th December — 318 x beds
11th December — 306 x beds
12th December — 8 x beds
Total - 762 room nights

Number of staff working on event :
Approximately 180 staff in total

NUMBER OF MEETINGS HELD & MEETING ROOMS USED
10th, 11th & 12th December — Main meeting in the Caernarfon Suite all day with 12 x syndicate rooms each day for breakout meetings and 3 x offices located on Level C2 in the Convention Centre
9th December — Smaller meeting (Newer Researchers Conference) for 87 delegates in Beaumaris Suite

GALA DINNER DETAILS
Gala Dinner for 350 people in the Caernarfon Suite with a small Awards Presentation followed by a disco to close the evening.

OTHER FOOD/BEVERAGE REQUIREMENTS
Bowl food dinner for 30 x guests in Merlins (9th Dec)
Dine around dinner in Olive Tree, Le Patio, Rafters & The Grill restaurants (10th Dec)
In total, 762 Breakfasts, 1052 Lunches, 754 Dinners.

TRANSPORT LOGISTICS
Transport required on Tuesday 9th December for 55 x guests from neighbouring hotel to the Celtic Manor Resort

EVENT PLANNING
Event manager received the file in April 2014 and went to London to meet with the client to discuss their requirements for the event. Remained in regular contact with client in the lead up to the event and had regular planning meetings. On Monday 8th December a pre-conference meeting took place with the client, Event Manager and the operational managers at the resort.

LEGACY FOR FUTURE EVENTS
SRHE are definitely returning to the Resort in 2015 and 2016 and will hopefully return for many years to come. 2015 is their 50th Anniversary Year.

THE VERDICT

"The 2014 event was considered by many to be the most successful we have held at Celtic Manor. The event management both before and during the event was exemplary. Any minor obstacles (such as sourcing additional rooms at the Holiday Inn for the Monday night when the resort was fully booked) were overcome with the minimum of fuss. The planning and preparation for this event were of an extremely high standard, which ensured that the team here could focus on the content of the event rather than logistical issues. During the event itself, all services, from reception to catering to porterage were excellent."

- Manager: Operations & Finance

COMMENTS FROM DELEGATES:

"Incredibly helpful staff… simply an outstanding venue."

"It is a lovely venue to have a conference. The excellent service and facilities of Celtic Manor make the stay very relaxing and refreshing, meaning that you feel ready and at ease to attend sessions and enjoy the full experience of the conference."

"Superb! The facilities are great and staff are wonderful, so we can just concentrate on the conference content. No worries about where/what to eat, how to get to accommodation etc. The conference rooms are excellent, fully equipped and having presentations preloaded by the conference team makes the whole process of presenting much less stressful."

"The staff were outstanding - they seemed to genuinely care and work hard to make the stay comfortable."

"I don't think I've ever put 'Excellent' for all options when rating a conference venue before. The hotel and venue services were excellent in every respect. Thank you for organising such an excellent event -- where the focus could be purely on attending/participating in the sessions and connecting with other participants."

"The event for SRHE was a fantastic event to work on and I was delighted to hear that the event was a success for the team at SRHE. I am very much looking forward to welcoming the SRHE team back for the next 2 years."

- Celtic Manor Resort Event Manager

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