

“We use SFA’s services to seek new business for our organisation and SFA’s experience, diligence and tenacity is the reason why we continue to use their services, providing tangible ROI for the company.”

James Rees,  
Executive Director,  
ExCeL London

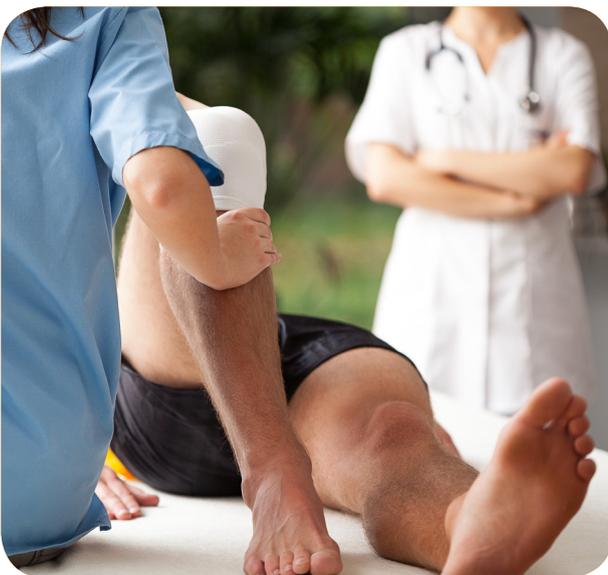


Number of delegates  
8,000  
Client  
ExCeL London  
Date identified by SFA  
2007  
Date handed over to client  
2007  
Bid won/confirmed  
2009  
Year of conference  
2014  
Economic value to the city  
€11.2M

Association conferences usually rotate to different parts of the world on a fairly predictable rotational pattern. ICCA, the International Congress and Convention Association, have a database that allows members to search for these association meetings and identify which are likely to come to a destination in the future. SFA’s team have the experience and expertise to quickly identify suitable conferences that could come to a city or destination. They are also particularly skilled at researching and identifying potential local ‘Ambassadors’, gathering crucial information to support a bid and then making introductions on behalf of clients to these individuals. This can be a lengthy and time consuming process but one – when done effectively - offers extremely good return on investment. This is an example of some successful research conducted by SFA.

## The Conference

The European Federation of National Associations of Orthopaedics and Traumatology (EFORT) is the platform organisation linking Europe’s national orthopaedic associations. The EFORT Congress is an annual Congress and the scientific programme includes symposia and instructional lectures delivered by distinguished speakers from across Europe. ExCeL London hosted this large event in June 2014 and 8,000 delegates attended.



## What did SFA do to help win this?

SFA identified this Congress as a prospect for ExCeL London in March 2007 and attempted to make contact with the General Secretary and the Chairman for the British Orthopaedic Association (BOA) – an extremely difficult task as they always seemed to be in the operating theatre! SFA then made contact in October 2007 with the newly appointed Event Manager for the European Federation who confirmed that the next opportunity for London would be 2012. However, she indicated that they had always rejected London in the past because of the perceived high cost. Undeterred, SFA spent some time reassuring her about London and ExCeL’s suitability for this Congress. As a result a face-to-face meeting was set up between her and ExCeL London. Following that, the BOA agreed to put forward a bid with ExCeL London with the encouragement of the European Federation and the Congress was held in London in June 2014.



ExCeL London have received over 230 leads from SFA since 2006, 33% of which have gone to bid and a further 42% are still in development.