

“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  
1,500  
Client  
ExCeL London  
Date identified by SFA  
2007  
Date handed over to client  
2010  
Bid won/confirmed  
2013  
Year of conference  
2015  
Economic value to the city  
€2.1M

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 International Society of Blood Transfusion (ISBT) is the premier international professional society for the field encompassing transfusion and transplantation science and medicine. ISBT hold congresses around the world - one International congress in the even numbered years and two Regional congresses in between, one of which is held in Europe. ISBT organises these congresses in co-operation with a local (national) blood transfusion Society or Institute and the call for expressions of interest for hosting a congress is published on the ISBT website and sent out to members by email in December, four years before the year of the congress. Following a competitive bid process, ExCeL London won the bid to host this congress in 2015.



## What did SFA do to help win this?

SFA originally identified the Regional ISBT Congress as a prospect for ExCeL London in March 2007. Having spoken to the Secretary General of the ISBT, SFA made contact with the current Junior Vice President of the British Society (who had previously been involved with the Congress when it came to Edinburgh in 2004). However, at that time SFA were advised that the British Society would not host another meeting much before 2013. SFA therefore flagged this for long-term follow-up using their bespoke CRM system. In July 2009 SFA renewed contact with the British Society, this time the Event Manager and Secretary General so that they were in a good position with them when in October 2009 the call for bids for the 2013 Congress was issued by the ISBT. The British Society confirmed that they would be bidding for 2013 and a bid was submitted in March 2010 with ExCeL London. Unfortunately London lost to Amsterdam but in 2012 ExCeL London submitted another bid with the British Society and the conference was awarded to London for 2015.



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.