



The Versatile Organiser

Opening Doors & Venues News Update - Summer 2010

Opening Doors & Venues

Celebrating 10 years in Business!

Welcome

To mark this milestone, we'd like to introduce The Versatile Organiser. It's a news update, to keep you informed about our services and projects, and provide insight into how our personal approach makes a real difference to clients.

If you would like to discuss a project, please get in touch - we'd be delighted to hear from you.

Opening Doors & Venues

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The 'Soft Approach' Does Work

Running a successful business leaves many jaded and battle hardened, but Rose Padmore, owner-manager of Opening Doors & Venues, bucks that trend. Through focus and determination, OD&V proves that a business can develop without a cynical 'hard sell' strategy. Through firm ethics and clear communication we provide exceptional service and inspire enjoyment, development and work-life balance in our employees and associates.

Rose completed 10 years of trading in July 2010 and continues to find lucrative, diverse and rewarding work in the private and public sectors: *"I thrive and learn as a person through nurturing varied interpersonal relationships and in this industry I believe it's an approach that allows us to thrive as a business."*

In a packed market, OD&V's offering is unique. Many organisations who try to manage without an event organiser perceive complete project management as unaffordable, and prefer to handle sensitive issues in house. OD&V offers reassurance through emotional commitment, while a 'dovetail' approach with in-house teams preserves client control while relieving workload, which ensures satisfaction within budget.

"I'm convinced that their ethical approach to business, alongside reliable and accurate service, is an unexpected strength that clients both appreciate and value." Andrew Corcoran, Blueberry Training and Business Mentor from the Institute of Innovation and Enterprise.

For Opening Doors & Venues it seems that 'emotional commitment' really does work!



What's Been Happening?

Radio Production in the North Conference 2010

Following 2009's success, this year's 'Radio Production in the North' conference didn't disappoint. OD&V got on board three months before the event, working with key partners Made in Manchester and Vision + Media to pull together the definitive Radio Production Conference.

Held at the Imperial War Museum North, the day allowed indies and others interested in radio to network, discuss issues such as multi platform content, and chat with movers and shakers in radio production.

Key speakers included Jonathan Wall of BBC Radio 5 Live and Global Radio's Roger Cutsforth. The highlight of the day was the closing presentation from head of BBC North Peter Salmon.

Following rave reviews planning has begun in earnest for the 2011 conference which is confirmed for 22nd March at The Lowry Theatre, Salford Quays.

SPEEDing to Success Dinner

Rose and her team relished coordinating eight West Midlands universities for a 150-guest event celebrating 'SPEED WM', a programme to promote student enterprise. This inspirational evening took place in the magnificent St Martin's in the Bull Ring, Birmingham, with Josephine Fairley, Co-Founder of Green & Black's chocolate, the perfect after dinner speaker.

"Rose put together an excellent event. Creative ideas and a great team working for her led to a very memorable event indeed." Dan Corlett, Assistant Director (Entrepreneurship and Innovation), Careers & Employability Centre, University of Birmingham.



Inspirational Women

Opening Doors & Venues joined forces with Vision+Media, Screen Yorkshire and Northern Film & Media for a live event beamed across the North using NorthernNet technology. This high speed, secure network allowed Rose and her team to present simultaneous events in Leeds, Newcastle and Salford.

The event showcased four successful media businesswomen, and an audience of over 100 could see, hear and interact with speakers and each other across three regions in real time.

Numerous run throughs prior to the event became events in themselves, such was their technical complexity. OD&V met the challenge to produce a conference with an exciting twist. With technology now more the standard than a bonus, this was a taste of conferences to come.

"Thank you for allowing me to share the knowledge of such high calibre professionals... I liked the high-tech character of this event."

"Great concept, the pan-Northern thing - more please!"



Change Matters!

ABPCO Conference



The prestigious Annual Conference of the Association of British Professional Conference Organisers, at Liverpool's BT Convention Centre, looked at how members could optimise events in the current climate. Entitled 'Change Matters', the event shared best practices using case studies from ACC Chief Executive Bob Prattey. Attending for the 3rd consecutive year, Rose Padmore, a Full Member of ABPCO, found it extremely positive and enjoyable:

"It's so important to keep up with industry changes and have relaxed time with colleagues. My highlights: Kursha Woodgate's talk on how social networking can enhance event marketing; Michael Heppell's motivational presentation entitled 'How to be Brilliant'; Drum Café's fantastic interactive rhythm session, and Friday at The Beatles Experience - we ended the night singing and dancing to a Beatles cover band. FAB!"

About AbpcO

Membership of ABPCO is subject to eligibility based on experience and professionalism. Suppliers can expect ABPCO members to deliver the highest business and ethical standards in the management of national and international association and corporate conferences, seminars, meetings, exhibitions and special events.

www.abpcO.org



What's Coming Up?

New Creative Futures



With our connections and experience in North West digital media events, it made sense that **The White Room**, Creative Economy Consultants, asked OD&V to help organise **The New Creative Futures Experience**, for Aim Higher Greater Manchester.

Aim Higher is a government initiative to widen participation in higher education and raise young people's aspirations - in this case through an interactive event designed to highlight learning opportunities and careers in the creative, digital and media industries. The event will bring 1500 young Manchester people to Salford Quays, the home of MediaCityUK, to meet professionals, ask questions and get involved. With the date set for 17th November 2011, planning is well underway and already Rose is tapping into both her creative and logistical planning expertise.

All the latest...

You can find out all the latest news on what we're up to at Opening Door & Venues from our website - www.opening-doors.org.uk, or ...

... you can follow us on our Twitter page, or ...

... you can connect with us on Linked In, or ...

... take a read of our blog with a cup of coffee, or ...

... just give us a call on 01562 881013

Top Tips

Planning an Event

1. **START PLANNING EARLY**
2. **BEGIN WITH THE END IN MIND** - Consider exactly how delegates should benefit from the event.
3. **CLEAR COMMUNICATION** - Regularly brief and update everyone involved.
4. **PLAN THE DAY WITH CARE** - As details emerge take 'mental tours' through the eyes of delegates, speakers and organisers - how will it look and feel?
5. **LOCATION LOCATION LOCATION** - An interesting, appropriate, accessible venue enhances the delegate experience.
6. **LOOK WHO'S TALKING** - Invite speakers who inspire, educate and excite; conference chairs are key to the overall tone.
7. **IT'S ALL IN THE TIMING** - Stay on time through realistic scheduling: allow time for breaks and don't try to fit two days' events into one!
8. **CONSISTENT STYLE** - Title and brand must be established from the start; use them in all published documents and presentations.
9. **MONEY MONEY MONEY** - Budget in detail, manage money carefully and never sign contracts without triple checking.
10. **HOW WAS IT FOR YOU?** - Feedback begets success but don't rely on printed evaluation forms: gauge attendee opinion by chatting at events; online surveys can also yield high response.



The Rose Factor

MDP Training Consortium

Rose Padmore, Project Manager of the MDP Training Consortium

How did that happen?

We are broadcast programme makers who also deliver training. As confident Media Development Professionals we love sharing our skills, but when pitching for serious budgets we saw a huge gap in our expertise.

Two years ago we met Rose... and it all fell into place.

Rose helps us do what we do best - deliver content - by doing the rest. She prepares funding documents, markets the courses, collects and manages all necessary trainee data, writes progress reports for funders, manages budgets, books facilities and provides training materials. Her meticulous organisational skills mean that all we do is turn up and train. Finding 'the Rose factor' has been hugely instrumental in gaining the confidence of funding providers for the successful delivery of our **Northern Advantage** and **Take Advantage** schemes.

Janet Graves, TV & Radio Producer, spoke on behalf of her colleagues: **Christine Pyke**, TV Producer, and **Paul Smith**, Radio Broadcaster & Producer.

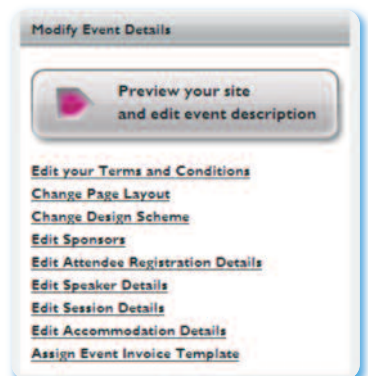


An Organiser's Best Friend

Event Elephant

Here at Opening Doors & Venues we've switched online event management providers to begin using Event Elephant. For business and personal events, Event Elephant promises to boost revenue, slash costs and banish stress - and so far we're impressed!

After minimal initial confusion we now confidently build attractive websites for clients and delegates. With online registration, secure payment, live progress tracking and helpful telephone advisors, Event Elephant deserved its recent 'Best innovative start up through digital enterprise' award (Digital Media Awards 2010).



Guest Speaker

University College Birmingham

In May, Rose made her fourth annual visit to University College Birmingham as a guest speaker, to advise 2nd and 3rd year students on her role as a PCO. Event Management is a multi-million pound industry and, with the increasing demand for professional event organizers, many universities offer a variety of certificates, diplomas and degrees, and enjoy the benefit of professionals who impart their expertise.

Catherine Parker, UCB Events Management lecturer, says: "Having professional credible role models share experiences with students is invaluable to their grasp of the events industry as a whole."

While she hopes students aren't put off by how much pre event work is invisible to delegates, Rose says this nerve racking experience is a rewarding one: "It reminds me to keep up to date with industry developments."



Joining Forces

The Opening Doors & Venues team comprises hand picked individuals and suppliers on permanent, part time, contract and volunteer bases; workforce size depends on projects and events.

Rose Padmore heads up the team as PCO and Project Manager having founded OD&V in the summer of 2000, and 10 years later her energy and enthusiasm for this fascinating industry haven't waned. She prides herself on the accurate planning process and detailed follow through of projects large and small, and believes that her communication style is key to success.

Erin Taheny joined us in January, working part time during her degree in Events Management at UCB. Of her work with Rose she says: *"It's invaluable to my studies and a fantastic base for my future career."*

Kim Topham has worked on a project basis for two years. She's fond of managing registration lists and the rigorous checking that goes with the role, and takes control of event registration desks and additional staff.

Jackie Jessup is the office manager at OD&V's Wassell Grove home, and provides administrative support. She willingly works weekends and late nights for event preparation and runs registration at smaller events.

Fiona Hand is Wassell Grove's receptionist; she loves collating badges so when extra hands are needed for this time consuming task, Fiona's our girl!

Mike Wittin, Owner of 1st Services IT, is the reliable and friendly 'computer man' who pops in when needed to solve unexpected problems - just fantastic!

Mark Denison, Director of Print at Porter & Woodman, advises OD&V on design for print/electronic materials and social media marketing.

Wassell Grove Business Centre

Wassell Grove Lane, Stourbridge, West Midlands DY9 9JH.

Wassell Grove has been a happy home to Opening Doors & Venues for six years, providing high quality, serviced office facilities including a seminar/meeting room with full AV, plus secretarial and catering facilities. Set in a rural haven near the West Midlands conurbation, it's an ideal base for an independent PCO.

To enquire about office availability, please email jackie@wassellgrove.co.uk



Out of Hours...

Opening Doors & Venues delivers captivating conferences and events including all the associated literature and advertising, and owner Rose Padmore likes to be able to offer these resources and experience to community projects.



Currently Rose is helping to organise fundraising events for a family area in her local church and, as an active sailing member of Barnt Green Sailing Club, with husband Gordon, is often 'roped in' to help with club events. Recently she advised the committee on hiring out the clubhouse on a commercial basis for meetings and seminars.

www.sailingbarntgreen.com



Partnerships Business Links



MDP Training Consortium



Melandra Innovation



Print Services
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Meet
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