

About the OUT Group

The OUT Group was created in 2004 as the commercial arm of the National Outsourcing Association, Europe's leading industry body for the outsourcing community. The OUT Group's relationship with the NOA gives it exclusive access to the NOA's membership database, and has helped the company establish itself as the leading provider of marketing and support services to the outsourcing community.

Through the OUT Group, the NOA, which is a not-for-profit trade association, is able to deliver a number of services such as management consultancy, marketing services, event management, public relations and recruitment consultancy. The OUT Group works with trusted partners with specialist knowledge and expertise of the outsourcing market to deliver these services as commercial agreements.

The OUT Group has considerable experience in organising events on behalf of clients ranging from corporate outsourcing suppliers, to international trade bodies. The events achieve a consistent high acclaim both from attendees and clients due to the reputation of the National Outsourcing Association.

Clients include:

- Government organisations: South Africa High Commission, Malta Trade & Enterprise, Sri Lanka High Commission, Invest Bulgaria, SLASSCOM and Invest Mauritius
- Outsourcing service providers: NIIT Technologies, WNS Global Services, Unisys, Fujitsu, First Source, Banctec, Smart421, IBA Group, Ventura, Steria, ICICI OneSource, TSC, and Atos Origin
- Consultancies: KPMG, Gartner and Capgemini

Implementation: The OUT Group approach

The event could take a number of formats but whichever option is selected, the OUT Group's approach remains the same:

Create compelling content

- The event agenda will be devised in consultation with the NOA's PR team, in order to create content that is compelling both for delegates and press
- Further desk research of hot topics and consultation with thought leaders, such as the NOA Board members, will also be undertaken to help with finalising the event agenda
- The OUT Group can tap into its network of contacts to source industry experts and outsourcing thought leaders to present at the event, as required
- An NOA Board Director will be appointed to act as the Chairman for the event

Secure high calibre delegates

- A bespoke target list will be created using the NOA's data and client data. If required, external data will be sourced to supplement this
- The NOA's brand will be leveraged throughout the campaign, whereby the organisations logo will appear on all event material

Professional communications

- A professionally designed HTML invitation will be created which will incorporate client branding and key messages
- Hard copy invitations can be produced for additional cost

Robust marketing and brand building campaign

- The event will be marketed extensively to maximise brand building opportunities
- E-shots will be dispatched at intervals throughout the campaign to the NOA database
- An event profile will be published on the events section of the NOA website
- Promotion of the event through the fortnightly Outsource Newswire distributed to 10,000 contacts and Outsource Magazine, the UK's top outsourcing publication
- Verbal communication of key messages through a telemarketing campaign to promote the event to the target audience
- Visibility on sourcingfocus.com, the UK's dedicated portal for the outsourcing community
- Promotion via the sourcingfocus.com newsletter

Efficient event processes

- The OUT Group will manage registration of and communication with delegates
- Event collateral including the delegate list, event feedback forms, name badges and event agenda will incorporate the client's branding, and will be printed and delivered to the venue
- The OUT Group will manage administration of speakers' participation, including pre-briefing conference call with speakers and appointed NOA Board Director
- A minimum of two event managers will be present on the day to co-ordinate the event
- The client will be provided with a weekly status reports of event progress
- Post event, the OUT Group will send an email to all delegates with a prompt to contact the client
- A post-event summary report will be provided including delegate feedback analysis

Venue

A venue will be selected according to event format and client budgets. One option is to host the event at the offices of an NOA legal firm member. This would eliminate venue hire costs but would require sharing the platform with the respective legal firm. The OUT Group would liaise with the caterers, and venue team regarding logistics.

Event format options and costs

Breakfast briefing

These normally commence at 8.30am with a buffet breakfast or pastries and tea/coffee and conclude at 10.30am. The format would be a roundtable discussion for 8-10 people, whereby the NOA chairman would introduce the event, the client would set the scene, and the floor would then be opened up for discussion. The client would benefit from being positioned as thought leaders, and from the opportunity to network with key prospects.

Price: from £7,000* +VAT

Roundtable dinner

The format for a roundtable discussion is the same as for a breakfast briefing but it normally commences at 6.30pm for drinks, followed by dinner at 7pm during which the discussion takes place, and concludes at 9pm.

Price: from £7,000* + VAT

Half-day seminar

The educational seminar format is very popular with NOA members. The agenda is typically as follows:

- 8.45-9.00: Registration / Coffee / Networking
- 9.30-10.30: Introduction from NOA followed by 1-2 presentations
- 10.30-11.00: Coffee / Networking
- 11.00-12.30: 1-2 presentations
- 12.30-1.00: Q&A session and closing remarks
- 1.00-2.00: Networking lunch

Price: from £9,000* + VAT

Webinar

The NOA has witnessed increasing demand for webinars and has enjoyed good attendance. The OUT Group can manage the whole event on the client's behalf, or alternatively can offer sponsorship opportunities for NOA run webinars or provide NOA speakers, depending on requirements.

Price: from £5,500* + VAT for a webinar.

NOA speakers charge circa £1500 per day.

* The above costs exclude venue hire and catering

If the OUT Group makes purchases on behalf of the client, a handling fee of 17.65% will be charged however the client can choose to settle all purchases directly which ensures that no handling fee is incurred.

Timeline

The OUT Group recommends a 8-week lead time for event planning.

Follow on marketing and PR activity

The OUT Group is happy to work with the client to advise on how the event could be maximised for broader marketing campaigns. Options include:

- Press briefings or a press roundtable could be arranged at the event
- A PR opinion piece could be drafted based on the topics covered during the event which can then be placed in key publications, to appear as a full article by-lined to the client

- Marketing collateral such as event report could be produced, incorporating photography, statistics etc. This could be jointly NOA branded. The report could then be printed for sales collateral, or used for e-marketing or the website
- A podcast of the event could be broadcast via the NOA website and made available for the client's own marketing
- One to one meetings could be arranged on the day with the senior level executives

Contacts

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