

LGA Annual Conference and Exhibition 2012

Purpose of report

For information.

Summary

This report provides final updates to LGA Leadership Board in relation to the LGA Annual Conference, taking place in Birmingham from 26-28 June 2012.

Recommendation

This report is primarily for information.

Action

Officers to proceed as directed.

Contact officer: Roberta Henry
Position: Senior Events Organiser
Phone no: 020 7664 3151
E-mail: roberta.henry@local.gov.uk

LGA annual conference and exhibition ‘the local government event of the year’

Conference programme structure and other information

1. The LGA annual conference and exhibition provides an excellent platform for the Association to engage with a large portion of our membership. It supports the Association’s lobbying and influencing agenda through political group meetings and keynote speeches. It showcases best practice to the wider sector through workshops, fringes, exhibition and case studies. It offers opportunities to profile the Association’s new products, research and publications. It allows us to profile the policy and campaigns work undertaken by the Association, promote local government reputation and the wide ranging benefits of members. It is also a high profile opportunity for the lead members and senior staff to engage with the membership and our partners.
2. As previously reported, this year’s conference will build on the importance of the event as ‘the Local Government event of the year’. With only a small handful of invitations outstanding, the vast majority of conference sessions, plenary, workshop and fringes have been finalised, speakers confirmed and sessions continue to be promoted.
 - 2.1. The **Rt Hon Eric Pickles MP** and the **Rt Hon Ed Balls MP** have confirmed to speak and an invitation is with the office of the **Rt Hon Ed Davey MP** for consideration.
 - 2.2. We are also delighted to have secured leading speakers from the fields of health, finance, business, governance, innovation, and the voluntary sector as well as speakers from over 60 different local authorities and speakers from key Government departments.
 - 2.3. The current draft conference programme is attached at **Appendix A**.
3. This year’s conference will fully showcase the LGA, and the sector’s, priorities and will provide an opportunity for lead members and senior staff to connect with members and share more of the detail around the work the Association is currently undertaking. The benefits of membership will also be highlighted to delegates in their delegate bags, in, and around the exhibition stand and in key sessions.

Item 5

- 3.1. New and current products will be visible throughout the conference venue and the summary communications grid is attached at **Appendix B**. A conference narrative is being produced to provide members and officers with a short set of key messages to be conveyed and re-enforced with members throughout conference week. These messages will also form part of the session Chairs briefing notes and will be pulled out in discussions.

Marketing and bookings

4. Delegate numbers are around 100 up on this time last year with around 1000 delegates already booked to attend from over 250 authorities. We have achieved a good number of Next Generation Councillors and Police and Crime Commissioner candidates and are confident that we can build on this in the future with the aim of trying to both increase delegate numbers and improve the diversity of those delegates in the audience. The conference is an excellent opportunity to engage some Councillors who might be less inclined to be involved with the work of the LGA.
5. Sponsorship has matched the final figures for the 2011 conference and the exhibition continues to sell well.
6. More details on sponsors, exhibitors, speakers and all of the session descriptions can be found at the dedicated conference website www.local.gov.uk/annual-conference.

Conclusion and next steps

7. Final preparations continue and the full members briefing note will be distributed to lead members w/c 18 June. The full on-site briefing for lead members will take place on Tuesday 26 June at 9.00 and this will provide an opportunity for a walk round the venue and any final questions.
8. Work has already begun on the 2013 annual conference which will take place on 2-4 July at Manchester Central and the Events team will continue to work with the Leadership Board to ensure that the programme is current and the speakers and sessions are of interest.

Financial Implications

9. The conference continues to generate the largest profit of all the events held across the Association and with efficiencies identified and additional delegate bookings this year, the 2012 conference is budgeted to achieve higher profits than the 2011 conference in the same venue.