



The Role of Events in the Energy Sector Dialogue

presentation : Paul Stuart, BEES

Purpose of today's presentation ...



The Role of Events in the Energy Sector Dialogue

BEES : BioEnergy Events and Services

- private, independent company



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- private, independent company
- catalyse uptake of bioenergy worldwide



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BEES : BioEnergy Events and Services

- private, independent company
- catalyse uptake of bioenergy worldwide
- international events organiser for Bioenergy
- the Bois Energie Exhibition - a World First, 1998



- the Role of Events in the Energy Sector Dialogue

Contents ...

- * Introduction
- * Getting behind the scenes
 - How events stimulate market growth
 - What is involved in organising an event
 - Partnerships
 - Financial risk - financing an event
 - European energy events



* Introduction

- * Definition of « Event » → Exhibition, Conference, Both
- * Purpose → To move forward ...optimally
stakeholder network optimisation
- * Evolutionary Life-cycle →

saturation
followers
first movers
innovators

<i>focus</i>	- research	- parallel context	- specialisation
<i>event type</i>	- conference	- conference/mini expo	- exhibition/conference
<i>participants</i>	- research/inst	- investors/political	- industry

Getting behind the scenes

- How events stimulate market growth

- bring people together
- showcase technologies and services
- provide a forum for discussion
- dynamic demonstrations
- innovation window
- issues out in the open
- co-operation
- media
- inform and educate
- exploit synergies
- trend anticipation

coordination vs. proactive approach

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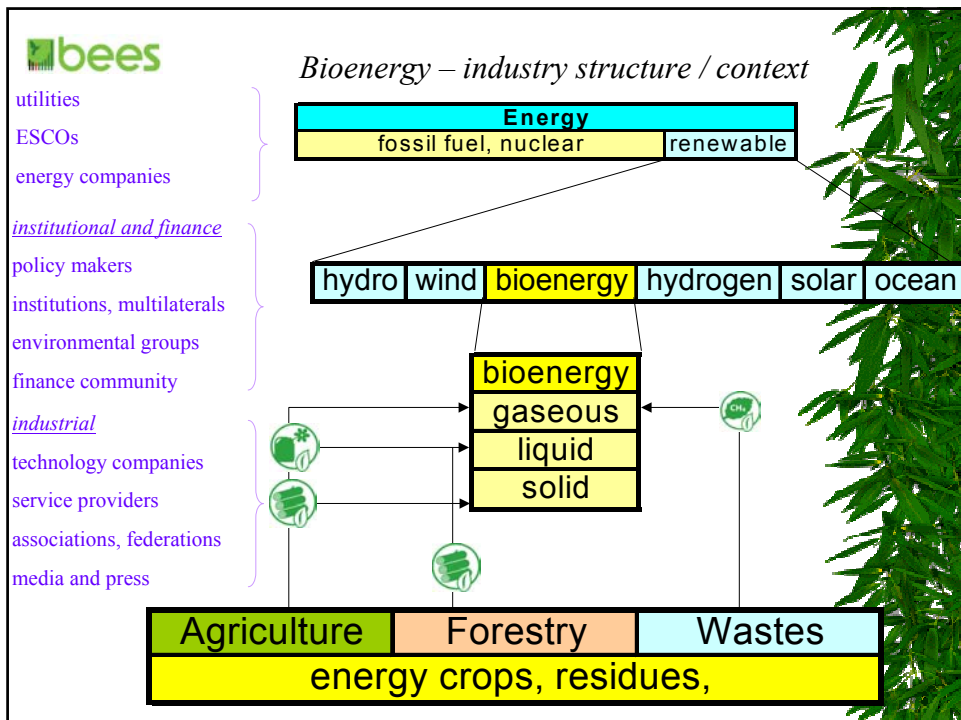
historic vs. optimisation

Getting behind the scenes

- What is involved in organising an event ?

simple answer – LOTS !!

industry structure – stakeholders



Getting behind the scenes

- What is involved in organising an event ?

industry structure – stakeholders

communications, commercialisation

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partnerships

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logistics and organisation

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logistics and organisation

Team Work

Project Management

Getting behind the scenes

- Partnerships

Why do event organisers form partnerships ?

quite simple ... they are not the doers

What do event organisers aim to achieve ?

balanced perspective ...

Purpose of partnership ?

create mutual benefit ...

Getting behind the scenes

- Partnerships : categories and mutual benefit

Category	Interest	Partner gains	Organiser gains
Media	business	visibility, customers	visibility, customers
Institutional	political, policy	visibility, platform	sector mobilisation, promotion
Association	network, policy	visibility, platform	sector mobilisation, promotion
Sponsor	business	brand value	finance

Getting behind the scenes

- Partnerships

What makes for a successful partnership ?

- *strategic complementarity*
- *long term perspective, commitment*
- *operational compatibility*
- *ability to mobilise*
- *ability to cope and evolve with change*

Getting behind the scenes

- Financial Risk – Financing an Event

Revenues :

Sales (exhibitors, conference delegates, visitors, merchandise)

Sponsorship

Regional Partners

Institutional Funds

Costs :

Communications

Logistics/Organisation

Staff

General Admin


General rule – profitable by 4th edition.

1st edition -ve

2nd edition 0

3rd edition +ve

Getting behind the scenes

- European Energy Events 
- market structure
- trends and developments
- differentiators



Thanks for your attention ...

questions please ???

