



CIPR PRIDE AWARDS 2013

Region:	Home Counties South
Category No. and Name:	Best Event
Entry Title:	'Celebrating British Design' BIID Conference 2012
Name of Entrant Consultancy:	Wildwood Public Relations Ltd
Client Name:	BIID (The British Institute of Interior Design)

- **The Campaign Brief**

The British Institute of Interior Design (BIID) is the pre-eminent trade body for interior designers committed to encouraging and supporting creativity and competence in the field of interior design.

In December 2012, the BIID briefed Wildwood to organise and curate an inaugural one day annual conference.

The ambitious event needed to build credibility for the Institute, as well as inspire and impress their members and other influential stakeholders within the interior design community.

- **Objectives**

- Raise the profile of the BIID and generate wider awareness of the organisation
- Build credibility for the Institute and overcome certain perception barriers
- Create a stand-out event to engage and inspire their members
- Build relationships with members, media and the wider design community
- Generate impactful coverage in key media

- **Strategy and tactics**

Wildwood PR, in consultation with the BIID, developed a conference theme of 'Celebrating British Design' to tie in with the spectacular summer of 2012, featuring the Olympics and Diamond Jubilee.

The programme would celebrate all that is inspiring in British design, taking delegates on a journey of British design, its success in the world of interiors, and exploring what the future holds.

Wildwood's first task was to curate a line-up of high-profile and credible speakers and experts drawn from right across the design spectrum. The agency led the short-listing of suitable presenters for the client to approve and then approached and negotiated a no-fee appearance with all of them. Wildwood then worked with them to develop a programme of inspiring and informative content.

The final programme featured:

- The British Interior: Views from the V&A: Glenn Adamson, Head of Graduate Research at the V&A Museum
- Celebrating British Design Heritage: Katy Lithgow, Head Conservator at the National Trust
- Journalist Rosie Millard in conversation with fashion icon, Sir Paul Smith
- Panel debate: What makes British design worth celebrating?
Chair: Paul Finch, Deputy Director of the Design Council
Panel: Dr Paul Thompson, Rector of the Royal College of Art
Sue Timney, designer and Vice President of the BIID
Christine Losecaat, Creative Industries Advisor to UK Trade & Investment
- Design and its Futures, Deyan Sudjic, Director of the Design Museum

Wildwood also recommended the inclusion of the BIID Honorary Fellowship awards to add credibility and buzz to the event and to incentivise some of the most high-profile guests to attend.

BIID Honorary Fellowships recognise those who have had a profound impact on the development and success of the interior design profession and were presented to Sir Paul Smith, Zandra Rhodes, Dr Paul Thompson, photographer Andreas von Einsiedel and Graham Watts, OBE, Chief Executive of the Construction Industry Council.

The final part of Wildwood's brief was to secure sponsorship packages. The company worked hard to optimise this additional revenue stream for the BIID and secured sponsorship from Bluefin Professions, Crestron, Grohe and Hettich from the BIID's Industry Partner membership.

Wildwood devised a 6 month media strategy to support the event, including a staggered programme of pre-event press releases and social media activity to generate awareness, drive ticket sales and boost conversation for the event, plus a full post-event media push to celebrate and publicise success.

• **Implementation, including where, when and for how long**

The BIID 'Celebrating British Design' conference took place at RIBA HQ London on Thursday 21st June 2012, beginning at 9.30 and ending at 4pm with scheduled breaks for networking, refreshments and lunch.

Glenn Adamson's talk captivated the audience, discussing modern British design, in connection with recent landmark V&A exhibitions. Katy Lithgow followed with a presentation which explored how the conservation of historic buildings and their interiors has enriched cultural influences on which modern designers can draw.

Following the Honorary Fellowship presentations, Sir Paul Smith took part in a special 'in conversation' session with journalist, Rosie Millard, which looked back on his career as a British designer, and his inspirations. Sir Paul also shared his insights on fashion, its influence on interiors and the global view of British design.

The panel discussion intelligently explored the reasons behind the UK's design reputation and examined the issues it faces in maintaining its status.

Deyan Sudjic closed the event by looking at the role of British design and its standing in the international arena. Using the former Commonwealth Institute as an example, Deyan discussed how the iconic Grade 2 listed building will be reworked to accommodate the new Design Museum, due to open in 2014.

Delegates also took the opportunity to network and meet with the event's sponsors, Bluefin Professions, Crestron, Grohe and Hettich in a dedicated showcase area at the Conference.

The day ran perfectly to time.

- **Details of design, production, logistics and support teams employed should be outlined**

RIBA's Jarvis Suite provided a dedicated lecture theatre for the conference with an adjacent ante-room space which offered perfect room for networking, lunch and refreshments, and sponsor stands.

A dedicated Wildwood manager, Ally Azrak, was given responsibility for managing the event's logistics, with a support team of three staff.

A detailed time-line plan was put together to cover all aspects of the event. This outlined action responsibilities and set target dates for key requirements, including:

- Approaching speakers
- Drafting and approving presenter and Honorary Fellow invitations
- Finalising sponsorship packages
- Marketing the event, including press releases, features, e-Newsletters, social media, website promotion
- Designing the conference identity
- Producing conference packs: dates, times, plan for writing, printing, assembling and delivery
- Speaker logistics
- Producing Honorary Fellow Awards
- Sponsorship logistics
- Media partners
- VIP invitations
- Catering
- AV and security liaison / management
- Powerpoint Presentations - development and sourcing
- Decorations / banners
- Flyers
- Photography: booking briefing and managing
- Online booking

Wildwood worked with the Institute's design agency, Peter & Paul to create a logo, a promotional flyer and conference programme, providing all copy, images, editing and proofing to support the design brief.

On the day itself, the four-strong Wildwood team were engaged in speaker liaison and management, media and audience networking to secure opinion and live feedback on the conference programme, and collaboration with venues team to ensure everything ran smoothly and to schedule.

We also set up and contributed to the social media conversation on #CBDcelebratingbritishdesign, with a twitter only competition to win tickets well-supported ahead of the event.

- **Research, planning, measurement and evaluation (outcomes and outputs)**

RIBA HQ provided the ideal venue for the inaugural conference. It instantly helped elevate the BIID and the interior design profession as a body, raising its perceived status alongside that of architects.

'Celebrating British Design' attracted more than 173 delegates from across the design spectrum, exceeding the BIID 140 target. Outstanding feedback was received from delegates with the conference twitter-feed providing a surfeit of interactive and instant praise.

15 key journalists from prestigious titles attended. These included Michelle Ogundehin, Editor of Elle Decoration, who commissioned a full page interview with the BIID president which later featured in the magazine, and Sue Crewe, Editor of House & Garden, who also followed up with a full length feature on the Institute and its initiatives.

Michelle Ogundehin commented that before the day she'd felt the trade body for interior designers was a little amateurish and irrelevant, but this event had persuaded her that the BIID was a serious-minded, professionally run Institute and she would be supporting it from now on in the pages of Elle Decoration.

Wildwood secured two significant media partnerships with high-profile trade titles In Design and Interior Design Today, who supported the event and ran extensive pre and post-event coverage.

The client praised Wildwood for not only achieving coverage through traditional media (16 press releases generating 75 pieces of coverage) but also for generating awareness via non-traditional routes, such as an innovative cross promotional partnership with trade fair 100% Design, which enabled the BIID to invite delegates via the extensive 100% Design database.

- **Budget and cost effectiveness**

The event was designed to run as a revenue neutral conference, with the priority focused on serving the needs of members rather than making a profit. To this end, the objective was achieved.

Wildwood reached its target of securing four paid sponsors for the event, generating £8,000 in revenue for the BIID, with ticket sales making up the balance of income against the £20,000 costs. No appearance fees were paid for any speakers, exceeding the client's expectations.

The success of Celebrating British Design has ensured Wildwood has been retained to run the second BIID conference in June 2013.