



2008



THE FUTURE OF CARE

2009



2010



2011

## English Community Care Association, Conferences & Exhibitions

The English Community Care Association (ECCA) is the country's leading representative body for care providers. Each year ECCA holds a major conference and exhibition targeting owners, senior directors and managers from individual care homes and care home groups across the country.

### The brief

For four years running, RWP has been briefed to organise the conference at a major London venue and market the event to delegates and exhibitors.

### The solution

RWP deploys a highly visible, yet cost effective multi-media campaign spearheaded by advertising and PR in the sector trade press. Further support is given by tightly targeted e-marketing and website activity. Specially designed conference logos (see examples) which appear on all activity tie the different strands of the campaign together and enhance the promotional impact. RWP's input includes design and production of the delegate brochure and signage for the event itself.

### The result

So far each conference has built on the success of the previous years. In 2010 we achieved a full house of over 250 delegates. Exhibitor numbers reached an all-time high and the event yielded a 10% increase in revenue for ECCA despite the difficult economic climate. It was also widely acclaimed by delegates and sponsors alike as the most successful sector conference of the year.