



**Exhibitor Report**  
**SAP UK & Ireland User Group**  
**Conference Analysis 2009**

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## **Description of Outcome**

The 8<sup>th</sup> annual SAP UK & Ireland User Group Conference was held at the Manchester Central Convention Complex, Manchester on 23<sup>rd</sup> and 24<sup>th</sup> November for 466 delegates, 83 exhibitors and 108 speakers.

The venue for the 9<sup>th</sup> annual SAP User Group Conference in 2010, due to popular demand, will be Manchester Central and will take place on the 21<sup>st</sup>, 22<sup>nd</sup> & 23<sup>rd</sup> November 2010.

## **The Conference**

For the first time the conference was split such that the conference and Gala Dinner could be booked separately from the accommodation. Delegates were able to network with like-minded colleagues, visit sessions from a comprehensive twelve stream programme (the largest ever) and consider the associated exhibition in order to solve problems and/or address current issues.

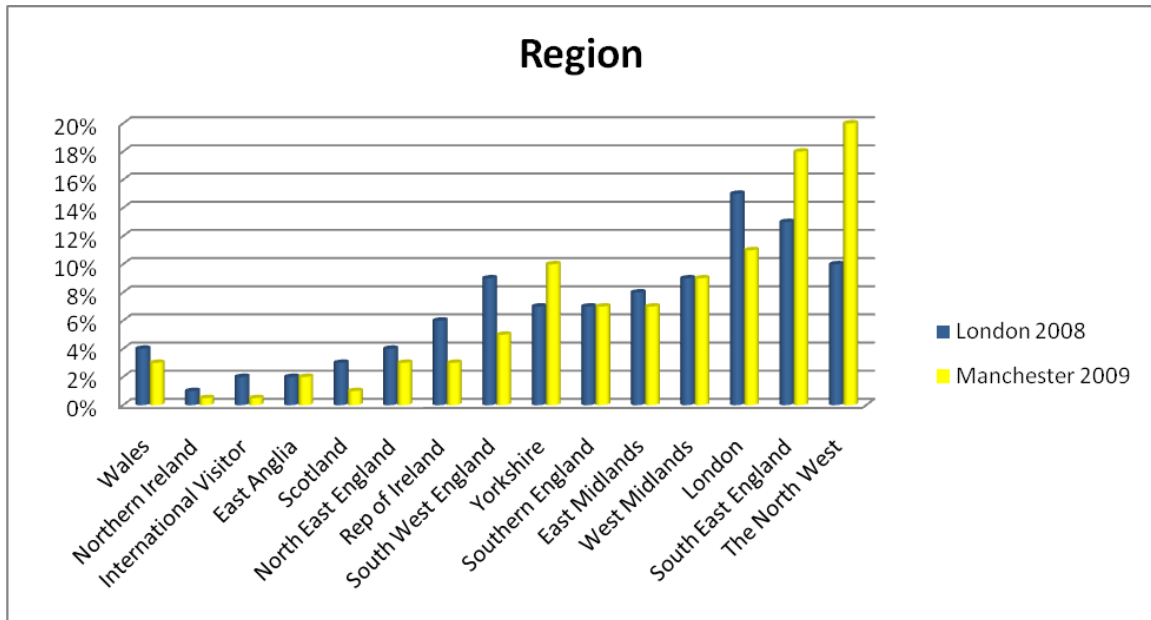
Conference & Exhibition Objectives:

1. To attract 500 delegates
2. To attract a new, more Northern based audience
3. To break-even
4. To improve the delegate and exhibitor experience
5. To increase the prominence of the exhibition
6. To incorporate Business One and BusinessObjects users

## Where the audience came from

With a 'roaming' conference it is important for us to cater for the Northern SAP user, after visiting the Midlands and London. Therefore, it is not surprising that the largest number of delegates came from North West England. That said, compared with 2008 attendance figures, companies attending from the North East was down by 1%.

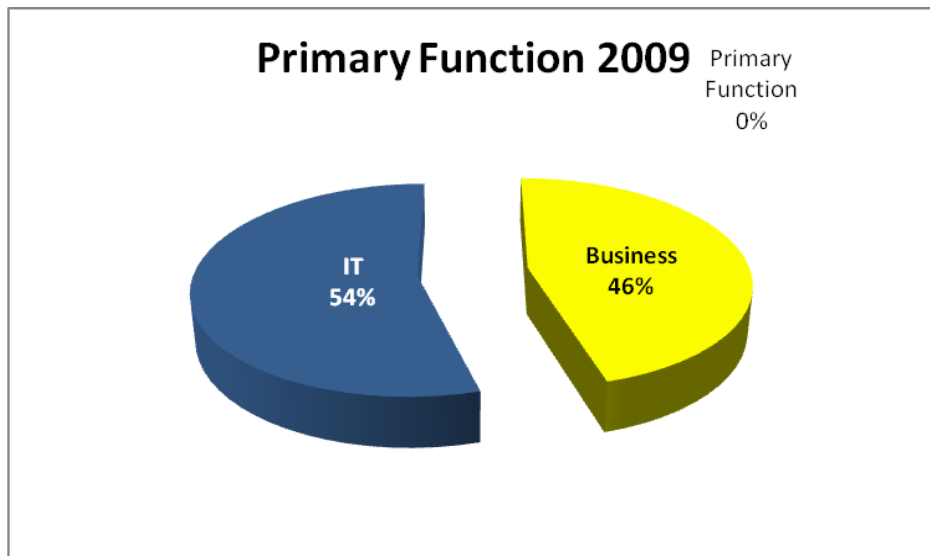
Interestingly, the audience numbers for Southern England have stayed the same however, audience numbers from the South East have increased by 5%; this suggests that moving the conference to the North has not affected the Southern audience's decision to attend.



## Delegate Primary Function

The audience for this conference divides between Business and IT types virtually 50/50.

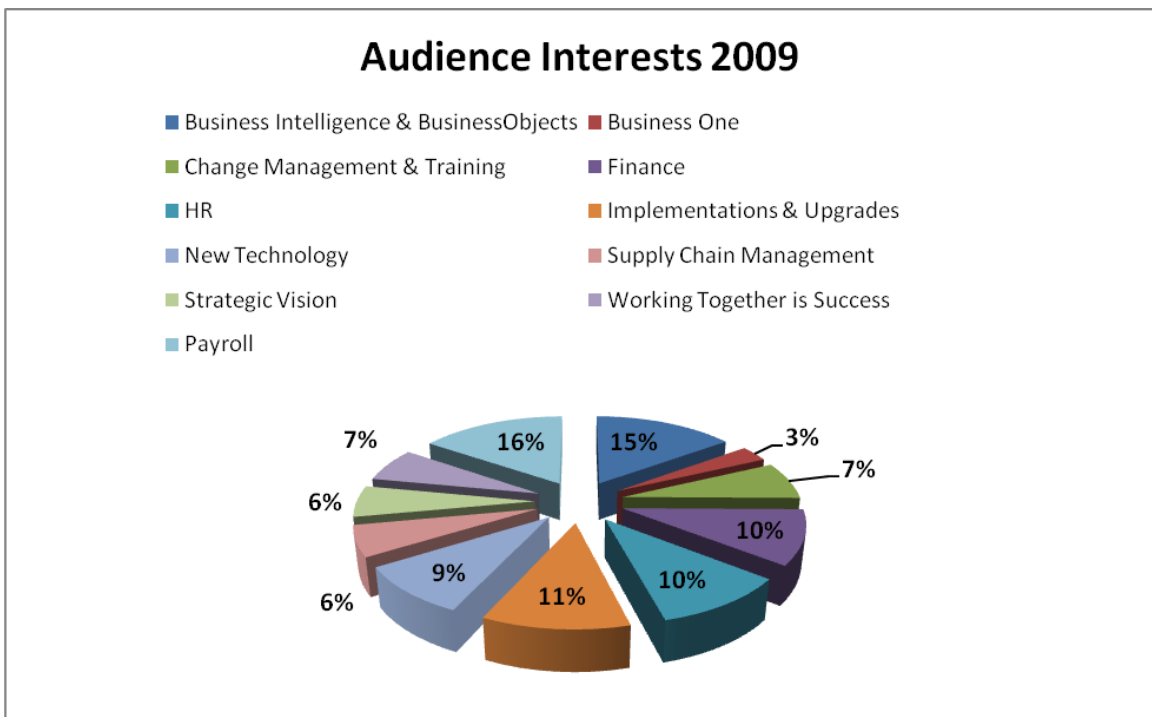
For exhibitors, it means this conference offers topics of interest to delegates who understand the technical aspects and those that understand what their business needs.



## Audience Interests

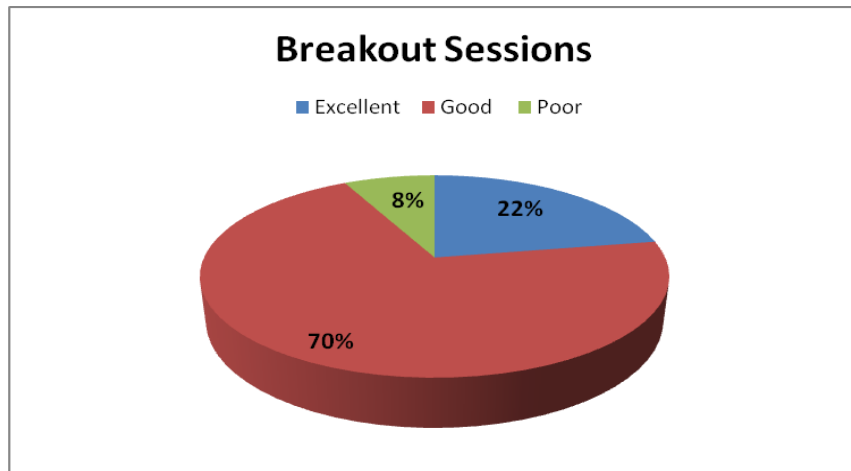
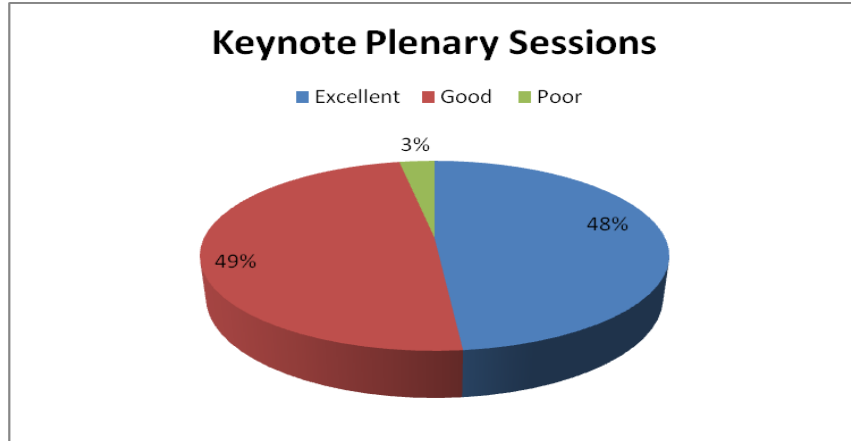
We offered delegates the opportunity to pre-book the sessions they would like to attend and 60% did so.

Similar to previous year's the Payroll stream is the most popular however, in comparison to last year the uptake of the Payroll stream has not been as high (21% - 2008). The two streams that have showed the biggest increase are Business Intelligence & BusinessObjects and Implementations & Upgrades which have increased by 1% and 3% respectively.



## Sessions

Session feedback has revealed that 48% of the audience felt keynote speakers were excellent and in particular delegates really enjoyed Kriss Akabusi & Richard Newman's sessions.



Clearly the SAP UKI User Group is looking to improve the programme each year. In 2010 we are considering offering speakers the opportunity to attend 'presenter training' in advance of the event. We are always looking to improve the quality of our sessions and will of course elect to include only topical topics in the programme. We are also considering the opportunity to include a number of 'seminars' in the exhibition hall in 2010.

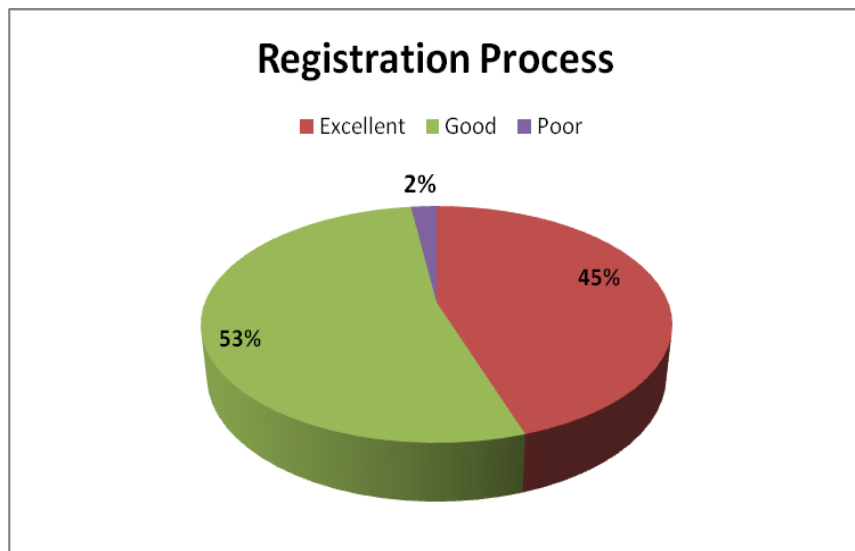
## Research & Measurement Findings

This event attracted 231 new delegates and 90 new organisations in comparison to 2008.

### *Pre-event marketing*

Following the amendments made to the registration process 45% of the audience considered it to be excellent, whilst the conference website was ranked excellent by 25%.

We have plans to further improve both registration and the website in 2010, in addition to increasing marketing spend in those areas proven most affective to-date.





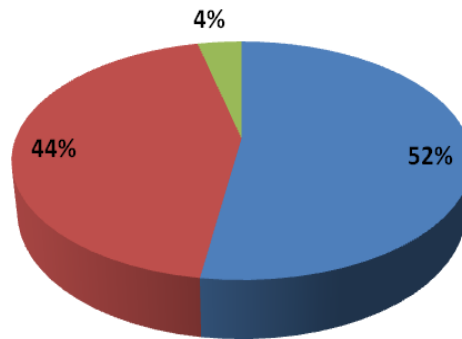
***What went well on-site?***

The Exhibition scored top at 99%, after this Organisation and Venue scored 98%, closely followed by Keynote Plenary sessions and Location scored 97% and finally the Gala Dinner 96% (all scores are the combined excellent and good scores).



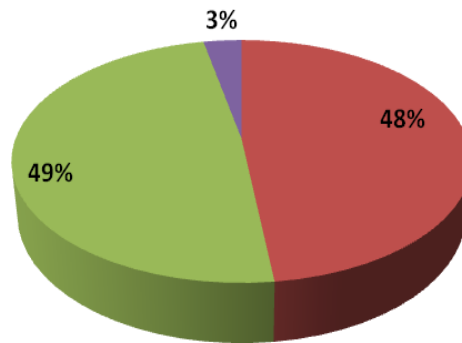
### The Gala Dinner

■ Excellent ■ Good ■ Poor



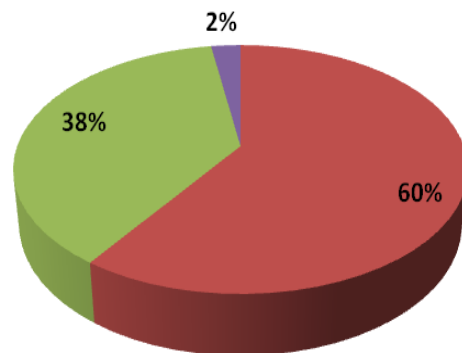
### Manchester as a location

■ Excellent ■ Good ■ Poor



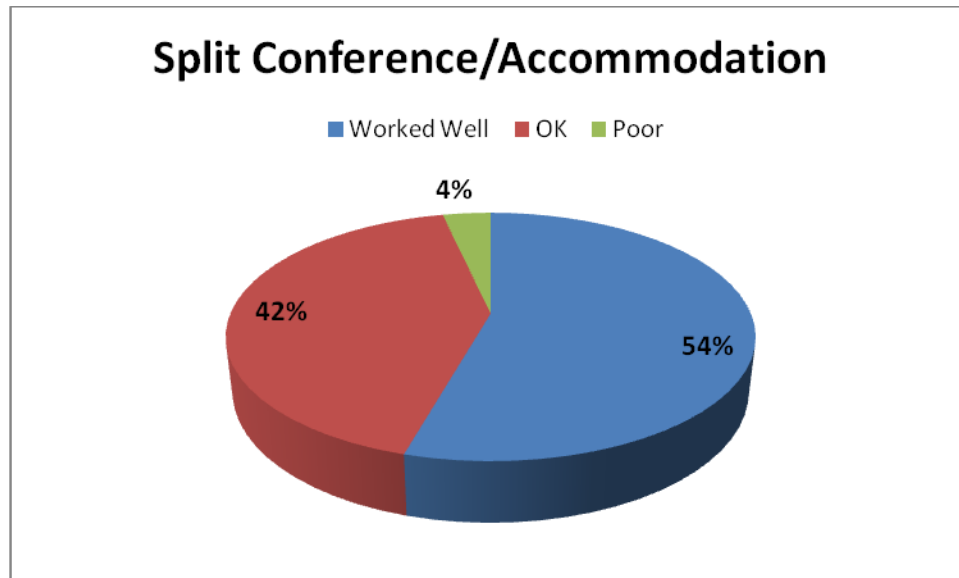
### Manchester Central as a venue

■ Excellent ■ Good ■ Poor



Considering that so many of the delegates liked Manchester as a location and in particular Manchester Central we have made the decision to return there in 2010.

In 2009 we took the option to separate accommodation from the conference fee. Delegate feedback has indicated that they favored a split conference/accommodation as indicated below:



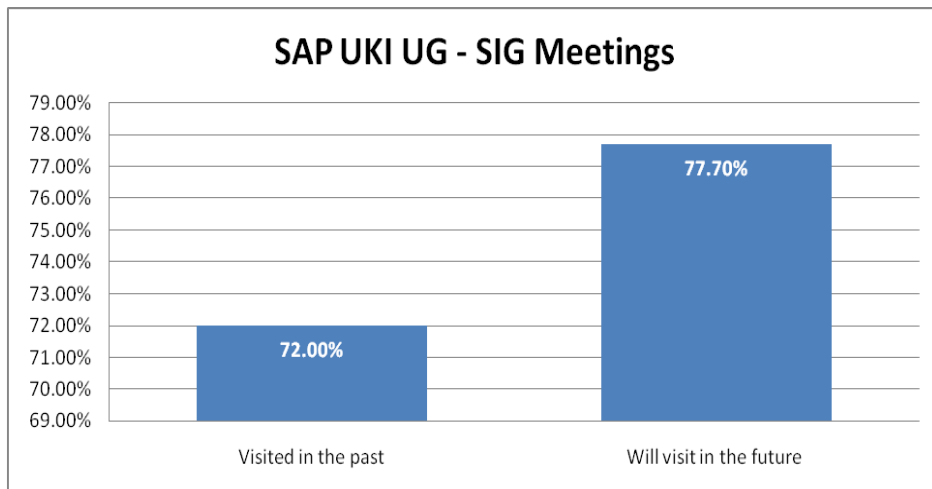
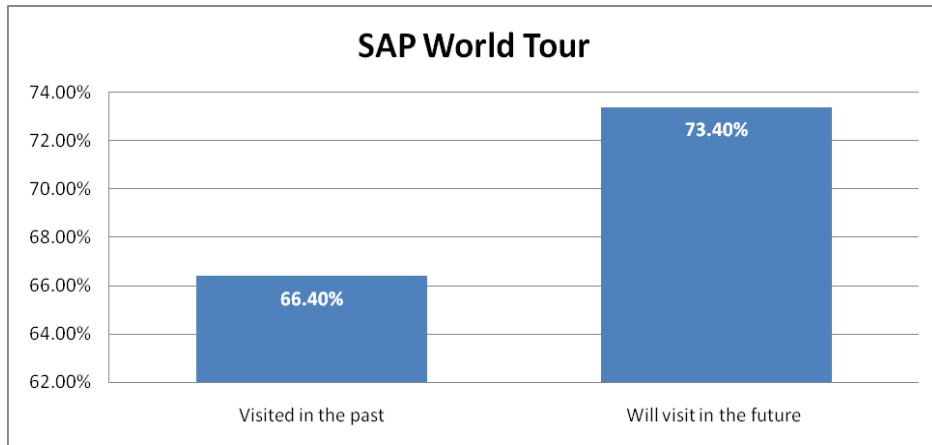
Considering these results we will continue to offer split accommodation and conference passes next year.

## Events Delegates Attend

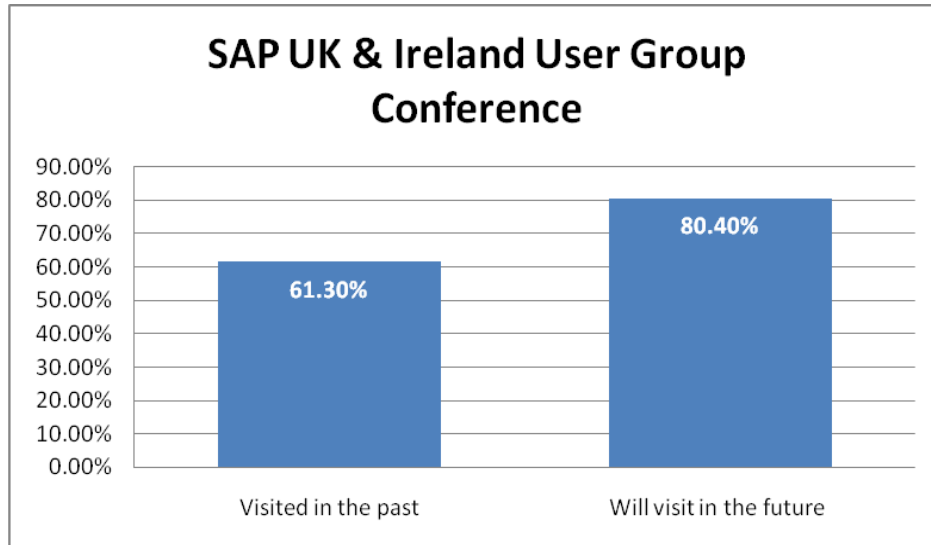
437 attendees told us which events they attend and are likely to attend in the near future.

In comparison to last year an increased number of this audience attended SAP World Tour and a greater majority will visit in the future.

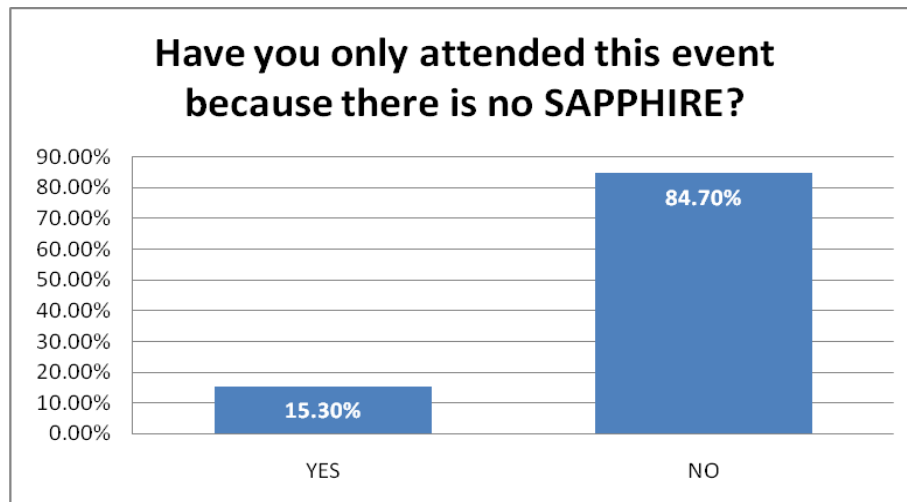
Regarding this conference and SAP UKI UG SIG meetings, 72% suggested they had been before, with a huge majority of 78% confirming they will attend again.



The graph below shows the increasing interest delegates have in attending future SAP UK & Ireland User Group Conferences. This information allows us to predict that 80% of delegates will return to the conference in 2010.



We appreciate that with no SAP SAPHIRE in 2009 this may have affected our delegate's numbers however, only 15% indicated that they attended the User Group conference because there was no SAPHIRE.



## Exhibition

Exhibition packages for 2010 will not be released until January 2010.

For the first time an exhibitor briefing was held in September where we promised to train you on how to effectively man an exhibition stand however, this was not as well attended as we hoped even though a large majority of last year's audience requested this facility; this may be due to the timing and the uptake of stands when the briefing took place. For 2010 we intend to invite our preferred suppliers to the pre-event briefing, in order for you discuss your requirements with them helping you to best prepare, this is in response to a large number of exhibitors not being prepared on-site.

Exhibitors were given a Welcome Pack on arrival at the conference containing, 'Dos and Don'ts', delegate list and a survey form.

In 2010 your designated exhibitor desk will be situated outside of the exhibition hall and will handle registration & on-site queries.

Several unexpected delays such as fire drills and sessions overrunning meant that unfortunately, contact time with delegates was shortened. In order to address this issue we are looking into adding time to the programme where delegates can 'pick & mix' different seminars taking place in the exhibition hall.

Delegate refreshments were served in the exhibition hall to ensure maximum contact with exhibitors. The cocktail hour did not work as well in 2009 and therefore, we will look into alternative informal networking opportunities. We welcome your ideas on how this can be achieved.

### Comments and criticisms from the exhibitors included:

- More contact time with delegates
- Low 'footfall' past some stands, in otherwise high traffic locations
- Manchester location well received and would like to go back
- We want a conference and dinner under one roof
- The PODs were well received, very professional looking and easy to dress
- Incorporate 'Demo jam's or 'Speed dating' into the conference programme
- Make the conference badge font bigger
- Sessions didn't appear as interesting as normal
- Location of catering points not easy to work
- AMA staff very helpful and made planning for the event straight forward
- Cocktail hour in its current format does not work
- Good theme, production and organisation
- Disappointment about the fire drill and that the sessions overran
- Overall well done. Would like the full contact details of delegates
- Good hospitality and content
- Logistically harder to organise deliveries to the venue when they do not accept deliveries on Fridays
- Gala dinner entertainment was great

All exhibitor comments are being considered in the planning of 2010.

## **In Conclusion**

In summary the conference was very well received by both delegates and exhibitors with 80% of delegates saying they will return to the conference next year.

The SAP UKI User Group is keen to grow this event and will work to raise both the User Group profile and the profile of this event in order to achieve this goal throughout 2010.

By taking all the good things we have delivered in this conference and making the weaker things better, the implementation of an extended marketing communications plan, building upon the success of the new to 2009 SEF Forum, by perfecting the programme content and better ensuring delegate/exhibitor contact time we feel we can build on this winning formula.

*We would like to thank you once again for your support and we look forward to seeing you again in 2010.*