

SETTING A BREAK-EVEN BUDGET (Adapted from Brian D'Arcy text)

How many paying delegates is it reasonable to expect? A review of numbers of delegates attending the previous conferences should undertake to indicate the delegate's numbers estimation. If for instance, very few attracted substantially more than 200 delegates, with quite often <200 paying delegates, setting a break-even point which is dependent on > 200 paying delegates, is therefore a very optimistic, possibly high risk action, requiring a good knowledge of how the general attendance figures are achieved and hence why the new proposal really is likely to exceed figures achieved in the past.

Sometimes, by exceptional efforts, for example persuading another organisation to hold their annual conference, their members paying the same registration fees, to the main organising body. That may bring additional delegates, as well as enriching the conference for all participants. There is of course no reason why conference planners cannot do similarly creative partnership deals at their events in future. A different idea, but with a similar aim of making a bigger event, has been effective on several occasions, whereby the conference planners team up with another IWA specialist group, to stage a larger event which is two distinct events in parallel, with shared venue and co-ordinated planning, and agreed arrangements for sharing costs and any profit.