

## Case Study

### Phoenix Rises

With over 15 years' experience of marketing and event management behind her, business owner Annette Mitchell, has acquired the meticulous organisational skills needed to deliver successful and memorable events for her clients. Whether it's a workshop for 5 or a conference for 500, her company, Phoenix Conference and Event Management, will ensure the smooth running of any event – from the initial planning, sourcing venues and speakers, through to marketing and on the day logistics.



Annette set up the company in 2005 specifically aiming to specialise in public sector events. A year into the business she approached Enterprise Enfield with a view to finding new ways of building her portfolio and to develop her business plan, marketing strategy and website. The agency introduced her to its Business Advisers and suggested that she sign up to the Procurement Development Programme (PDP) – a scheme offering free advice and help to businesses looking to maximise their tendering opportunities.

Two Advisers worked with Annette over a number of months under the PDP Programme to develop long and short term objectives for her business plan and help her write tender applications. This advice was seen to prove very fruitful, since meeting with her Advisers, she has already succeeded in winning a tender and has found the support from her Advisers invaluable – and it is this which enables her to move her business forward in a structured and focused way, she says:-

*“I can call on the adviser at any time to help not only with the larger business picture but also to discuss smaller day to day issues regarding all business challenges. As an SME and working from a home office which can be ‘isolating’, this is significant in supporting motivation and moving ahead with the business objectives.”*

Other recent achievements for Phoenix Conference and Event Management include: the organization of a Book Launch Party for M-y Books; a number of conferences and seminars for North London Strategic Alliance - including events with Mayor of London, Ken Livingstone; and a conference for the London Borough of Waltham Forest on the theme of ‘Citizenship’ – which attracted over 300 delegates. The future for Phoenix looks set to be increasingly busy as the company has also been given added credibility by becoming a full member of the Association of Professional British Conference Organisers - which is subject to eligibility based on experience and professionalism.

For further details about Phoenix Conference and Event Management contact Annette Mitchell at Phoenix Conference and Event Management on:

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