

## **Early Market Engagement Document: Events Management for LSB Annual Conference 2025**

### **Background**

The Legal Services Board (LSB) oversees the regulation of legal services in England and Wales. As set out in our strategy for the sector, we have set an ambitious vision to reshape legal services to better meet the needs of society. We want to ensure that people who need legal services can get the support they need. However, we know that effective regulation is only part of the solution. We will only be successful if people across the profession collaborate to find solutions.

### **Introduction**

We are in the very early budget planning stages of organising an annual conference scheduled to take place around March 2025 in London. We are seeking a company that can manage the conference. It is a free hybrid event where we hope to attract 250+ in person attendees. We plan to invite a wide range of individuals with a role to play in improving legal services for the public and promoting access to justice, including lawyers and legal services practitioners, judges, charities, consumer organisations, politicians, think tanks, etc.

The day before the conference, we plan to hold a summit/dinner for about 50 senior people across the legal services sector. We are seeking input and proposals specifically for costs from potential events managers to help shape the event's success.

We are a small organisation (c.30) with a small comms team (3), and this is the first time we are carrying out events of this size. We have an experienced events and stakeholder engagement manager, and we have been running smaller-scale events over the last two years, but we would like to de-risk these two planned events by bringing in agency support.

We are looking for a ballpark figure for what we can expect to spend, with no obligations.

The kind of support we are looking for is senior-level advice and expertise on designing the events, advice and support on marketing and promoting the event widely to get the right people there, support with signing up/onboarding delegates, providing social media support for the event.

### **Key Details:**

- Event Date: March 2025
- Venue: TBC
- Expected Attendees: 250+
- Duration: 0900 – 16.00
- Theme: TBC, will relate to our [organisational strategy](#).

### **Scope of Work:**

We are seeking proposals and ideas from potential partners/suppliers in the following areas:

#### **1. Event Management and Planning:**

- Overall event planning and management
- Coordination of logistics and vendor management
- Registration process and attendee management
- Collaborate closely with our Policy Team in order to plan and coordinate sessions, as well as identify suitable speakers and hosts for the event

## **2. Venue and Accommodations:**

- Support for locating suitable venue options including conference halls, breakout rooms, etc.

## **3. Marketing and Promotion:**

- Branding, promotional materials, and signage
- Online promotion through social media, email campaigns, etc.

To aid in our budgetary planning process, we kindly request that you provide us with an outline proposal outlining your recommended approach, services, and associated costs for the above scope aspects by **16th October 2023**.

Please ensure that the proposal provides sufficient detail to enable us to make informed budgetary decisions. Additionally, if there are any particular considerations or unique offerings your company brings to the table, please feel free to include them in your proposal.

For inquiries or submissions, please contact:

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