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THE EVENTFUL GROUP WINS PRESTIGE GLOBAL CONFERENCE AWARD

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The Eventful Group topped The Economist, Financial Times Conferences and Terrapinn to win Best Asia Pacific Conference 2010 for its SHARE conference at the annual Conference Awards held in London over the weekend.

The annual Conference Awards recognises and rewards global excellence across the conference and events industry. It was attended by over 550 conference professionals from 140 companies.

Chris Carroll, chairman at The Eventful Group said "We have spent the past 15 years specialising in Enterprise Technology Conference brands – particularly on those companies using SAP."

"We took a strategic decision to dive into the Microsoft SharePoint domain but with a difference. We were well aware that all existing SharePoint conferences had a technical and IT focus, however, our target audience was business users including HR, marketing, knowledge and project managers."

"Microsoft was our first point of call and absolutely loved the idea."

"We produced the world's first SharePoint Conference focussed 100% on business people and their SharePoint business challenges."

The result was a sold-out three-day conference attended by 340 people which exceeded the group's financial and customer satisfaction measurements.

The Conference Award judges said: "There was so much on which to commend The Eventful Group. Each element of the process from concept to delivery was impressive. The volume of people involved in the research, the first class speaker line up and the content clearly indicate why SHARE made the conference such a great success."

"The Eventful Group are to be congratulated on delivering fantastic results."

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About The Eventful Group

The Eventful Group builds communities of common interest in two specialized domains: Enterprise Technology and Enterprise Asset Management. We are passionate about connecting people who share common goals. We take special care of each and every customer. And we are focused on creating an environment of open communication. It's this spirit of community that encourages delegates, partners and speakers to break through barriers, engage in brave conversations and form lasting relationships.