



# Your global event management partner

*Your vision, our expertise.*



**Assemble Events has a proven history of creating exceptional events for organisations across the globe. We take the time to understand your objectives, your business vision and your people, carefully crafting a customised experience that clearly aligns with your business goals and vision.**

Our personalised event management approach ensures a smooth and effortless execution, bringing your vision to life while making the most of every opportunity. We understand that every event is unique, so we tailor our approach to suit your specific needs and audiences.

From start to finish, we take care of every detail, allowing you to be fully present and focus on connecting with your community.

**We are passionate about helping our clients strategically leverage their events to:**



**Enhance brand awareness and reputation**



**Optimise budget – our expert core team means you're only paying for essential resources.**



**Expand local and global audience engagement**



**Build and strengthen client and community relationships**



**Maximise revenue through successful event execution**



**Upskill internal teams to manage future events effectively**

**Get in touch with us today to discuss your next event.**

Best wishes,



**Emma Darwin**

Founder and Director

[emma@assembleevents.co.uk](mailto:emma@assembleevents.co.uk)

**Our impact since 2019:**



**+125**  
Events Delivered



**+60k**  
Attendees



**+135**  
Countries Reached

# Trusted Partner of:



Favier Ltd.



**WONKHE**

“The University of Glasgow is proud to partner with Assemble Events across a range of activities in support of flagship institutional initiatives covering student recruitment, brand-building and reputation management.

Emma and the team are experts at strategic events development and delivery boasting rich experience and insights that have helped influence thinking and inform both policy and practice.

Assemble Events are positive, professional and considered in their approach and our engagement with the team has also had the added benefit of supporting the upskilling of colleagues within the University.”

### Rachel Sandison OBE

Deputy Vice Chancellor - External Engagement and  
Vice Principal - External Relations, University of Glasgow



# Our Expertise

Whether you need assistance with in-person, virtual or hybrid events, we've got you covered. With more than 60 years of collective experience, we have a proven track record designing and delivering:

- Graduation ceremonies
- Gala dinner and awards ceremonies
- Brand positioning and reputation building events
- Conferences
- Study tours and overseas guided delegations
- Student and community engagement programmes
- Alumni reunion weekends
- Fundraising and donor relations events
- Student recruitment
- Event portfolio audit and strategy development
- Team capacity building and mentoring

And much more...

**Share your vision, and we'll bring your event to life.**

"Working with Assemble Events has been a pleasure. Emma and the team are responsive and easy to work with and they feel like a natural extension to the team. Their extensive experience means that they understand what we are trying to achieve, and importantly ask the right questions ensuring we get the outcome we are looking for.

The team's approach is collaborative and direct, so you feel like you are working together and also know what has to be done. Their attention to detail is excellent and they think of all the things that need to be covered in making any event a success, this gives me peace of mind which is an essential part of working with a contractor."

**Jane Chafer**

Vice President, Membership,  
Marketing and Communications,  
Council for Advancement and  
Support of Education (CASE)



# Our Approach

We know that each event and organisation is unique. That's why we offer a completely flexible approach that is tailored to meet your needs and goals:



## Full-service event delivery

End-to-end management, from planning to post-event evaluation.



## Integrated event support

Working as part of your existing team, we can provide plug-in support and specific expertise as needed.



## Event direction and oversight

We will act as event director, providing your team with coaching, mentoring and problem-solving to keep your event on track each step of the way.



## Strategic consultancy

We offer consultancy and strategic expertise in building events strategy from the ground up, auditing existing portfolios, making recommendations to leverage the value of future activities, and supporting teams through coaching, mentoring and recruitment.

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## Our event management services include:

- Project management and delivery
- Budget management
- Programme design and speaker management
- Attendee management
- Production
- Venue finding
- Supplier management
- Branding and creative
- Promotion and marketing
- Navigating event platforms and technology
- Managing sponsorship and corporate partners
- Consultancy and strategy
- Coaching, mentoring and recruitment

“As our staff was stretched to the limit, we hired Emma to manage the elements of the weekend that required some real technical expertise. She was brilliant! We threw her into the deep end with our digital platform powered by Cvent and she worked closely with them to ensure that the digital experience was a seamless one for our participants.

She also worked tirelessly with our colleagues in the colleges and departments to ensure that they were up to speed with the technology and could confidently deliver a hybrid experience for their alumni. She worked on site with us in the lead-up to the event and during the weekend itself, solving problems, smoothing the way and ensuring that all elements were delivered to the highest possible standard. We couldn't have done it without her!”

### Christine Fairchild

Former Director of Alumni Relations, University of Oxford



# Our Experience

## British Council – Alumni UK Live



### Client brief:

The British Council wanted to introduce a flagship event to provide a virtual offer including careers and employability, networking, and learning and development initiatives to attract new members to its Global Alumni Programme.

### Solution:

We created Alumni UK Live, a virtual event across multiple time zones and incorporating keynote speakers, panel sessions, workshops, networking and virtual exhibitors. Our services included event concept and design, programme development, marketing, design, stakeholder engagement, project management and event production.

### Impact:

- 11,500 registrations from over 135 countries
- 75% increase in the Alumni UK community
- 92% of attendees rated the sessions as good or excellent

“You have been professional, flexible and supportive with a high level of expertise in online event management and delivery.”

### Daud Rasool

Senior Consultant,  
Programme Delivery,  
Global Alumni Programme,  
British Council

## Queen Mary, University of London – Graduation Ceremonies



### Client brief:

Faced with staff capacity challenges in the run up to graduation week, Assemble Events were appointed to support the Queen Mary events team in the delivery of 19 graduation ceremonies across six days.

### Solution:

In just five weeks, we worked with the events team, existing processes and teams across the university to ensure a seamless graduation experience for students. We helped the team prioritise tasks, keep to the delivery schedule, provided logistical advice and guidance, managed graduate data and ensured the smooth running of a tight ceremony schedule onsite.

### Impact:

- Over 5,000 students graduated
- Created a seamless and memorable experience for all event stakeholders from students and their guest to university leadership, academics and colleagues
- We upskilled the events team to deliver future ceremonies without external support

“We were delighted with the support provided by Assemble Events. They provided us with expert guidance and advice, were reliable, efficient and always on hand in the lead up to the event and beyond.”

### Chiara Martinelli

Interim Head of Events and Ceremonies, Queen Mary, University of London

# Festival of Higher Education

# WONKHE

## Client brief:

The Wonkhe team approached Assemble Events to help re-establish and evolve their annual flagship event, ensuring Wonkhe's reputation for delivering high quality impactful events for the UK higher education community was maintained.

## Our Approach:

Working in partnership with Wonkhe and the University of London, we provided strategic guidance and support on delivering the event to maximise opportunities for all stakeholders while working to a tight budget. We project managed planning, delivery, internal communications, event management, venue and supplier management, health and safety and event staffing.

## Impact:

- Sell out event with over 500 attendees
- 39 sessions taking place over 4 stages with 94 speakers

“Assemble Events were a dream to work with. They quickly integrated with our team and took charge of a complicated and high profile event with professionalism and a calm and friendly demeanour.”

## Mark Leach MBE

Founder and Editor in Chief,  
Wonkhe

“The Small Steps Big Changes Programme commissioned Assemble Events to support in the delivery of our final in person two day ‘Early Intervention and Learning Conference’ in Nottingham.

Given the high expectations and ambitions we had for this event as our final conference, Assemble Events helped guide us through the whole scoping, and planning process liaising with the local Programme team on venue, tech, food and drinks, invites, approaching keynote speakers and the structuring of the two days ensuring the different sections of the day were well timed, with good flow, opportunities for Q and A, handovers etc. In the build up to the conference and on the day their support was exceptional in ensuring all ran smoothly from last minute changes to seamlessly combining in person with virtual presenters.

The Conference was a significant success more than 300 delegates attended over the two days, with 20+ speakers providing both local and national perspectives, and 17 local community-based organisations in our marketplace. Assemble Events provided support, challenge and high levels of expertise and acumen, enabling us to deliver a high quality learning event and a conference that truly celebrated the achievements of our work over the last 10 years.”

## Karla Capstick

Programme Director, Small Steps Big Changes



[Read all our case studies in full](#)

**We look forward to talking to you about your next event.**



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