About us

The Delegate Management Directorate is the department of the Roscongress Foundation responsible for providing professional support to participants of major business, exhibition and public events.

We strengthen the image of any event by attracting engaged audiences, overseeing application collection processes, fulfilling payments and building a single information space for participants and guests.
Our experience

Organizing convention and exhibition events since 2007

From 250 to >25,000 participants at a single venue

Over 200 major events in Russia and abroad

Over 80,000 delegates from 208 countries and territories each year
A unique database of organizations and event participants

With many years of experience working on events held at the highest level, we have accumulated a unique database of companies and organizations whose representatives may be interested in attending your event.

Our unique base of organizations and participants who have attended Roscongress Foundation events includes the following information:

- the full legal name of every company;
- up-to-date lists of heads, top officials and owners of Russian and international companies;
- information about regional representatives of Russian companies;
- information about companies’ areas of activity;
- up-to-date rankings of the highest-profile Russian and international businesspeople and companies;
- information about company revenues.

The directory also includes information about Russian and international government organizations.
Our capabilities

We take on the most ambitious tasks and modify our working processes with a great degree of flexibility, taking into account the Customer’s interests and expectations. Every new event involves unique solutions, a high level of service and an individual approach.

Key capabilities of our team:

🌟 We will generate an audience for your event by inviting opinion leaders, government representatives, and influential managers of businesses operating in sectors of interest.

🌟 We will organize end-to-end support for every participant, from the creation of a personal account on the project website to a personalized consultation on issues related to logistics and accreditation.

🌟 We will conduct an invitation campaign for an online or offline event, including preparing a registration form for submitting applications for participation and a payment form for processing fees, as well as sending out invitations to the event.

🌟 We will build effective, long-term channels for relaying information to participants.
Organizing a call centre for a company or event

- Launching a call centre: preparing technical documentation for a phone line, recording voice greetings for call routing, developing response scripts, training operators.
- Professional announcer in Russian, English, Italian, French, and other languages.
- Organizing a hotline and setting up remote capabilities for operators to receive large volumes of incoming calls during the promotion period or the event itself.
- Recording of conversations to monitor service quality.
- Outgoing cold and warm calling.
Appraisal of an existing call centre

- Analysis of the call centre’s existing structure, call routing, and voice greetings.
- Recommendations on developing response scripts for operators and voice greetings.
- Recommendations on reducing expenditure on call centre operations and improving operator performance indicators.
Email marketing

• Developing a strategy and content plan for mailouts in order to promote the event and provide information support to participants.

• Preparing content and designing newsletters based on the interests of the target audience.

• Creating personalized letters with personal greetings to the addressee.

• Creating letter layouts.

• Analysing mailout results.
Training and adaptation of personnel

• Appraisal of competencies of employees and the existing company training system.

• Recommendations on introducing employees to the organization’s social environment.

• Development of a training plan based on the appraisal. Holding of training sessions (including via video conference).

• Creation of training materials for company employees and volunteers.
Online events

• Appraisal and analysis of an online event’s target audience.

• Creation of registration forms for submitting applications for participation and a payment form for processing fees.

• Mailout of invitations to the event and other written communication by agreement with the Customer.

• Creation of a single communication platform and chat functionality for participants of the online event.

• Qualitative and quantitative analysis of the event audience.
Promotional and informational materials

• Effective and attractive content for the event website.

• Printed and electronic materials in any format: leaflet, pamphlet, brochure, presentation.

• Video clips and explainers to promote the event and provide information support to participants.
Invitation campaigns can be organized for events taking place at convention and exhibition venues and for online events being held on a number of virtual platforms.

- Preparation of a list of potential participants or conducting an invitation campaign based on the Customer’s list.
- Creation of a registration form and a personal participant account for the event website.
- Processing participation applications submitted using the registration form on the website.
- Collection of confirmations of participation (warm calling).
- Creating, maintaining and updating the participant database.
Creating a registration form and personal account

A registration form is an online application form for participants, available in the public domain on the event website. The list of fields is determined taking into account the requirements of the Customer.

A personal account will be created for every participant.

Basic personal account functions:

- opportunity for the participant to confirm or decline participation at the event;
- ability to view and edit personal information;
- information about participation status;
- contact details of the participant’s assigned specialist;
- helpful information about the event.

A personal account with expanded functionality can be created subject to agreement with the Customer.
Delegate management

• Establishing strategic communications with the participant on the basis of ongoing information support and logistical assistance.

• Signing of agreements for participation at the event and acceptance of payments via the personal account.

• Preparation of participant information for issuing badges.

• Organizing Help Desks at the event venue for rapid authorization of participants and assistance in solving problems related to issuing badges.
Delegate management

- Services for VIP participants: liaison officers to organize meetings and farewell ceremonies and to accompany guests both at the event venue and outside the event.
- Organization of seating for participants at the opening ceremony or plenary session based on participant badge information.
- Creation of lists of attendees for private events.
- Mailout of thank you letters to participants and preparation of a report containing detailed qualitative and quantitative audience statistics and information.
Information support for participants at the event venue

• Organizing information desks at the event venue and outside the venue, training and coordinating temporary personnel.

• Mailout of push notifications via the mobile application of the event, as well as SMS and Viber notifications.

• Organizing a voice announcement system at the event venue.

Participants will be able to contact the event call centre or a specialist from the Roscongress Foundation Delegate Management Directorate with any questions they may have both in the run-up to the event and during the event.
We guarantee a flexible and individual approach to every task, based on many years’ experience organizing international events at the highest level.

Roscongress Foundation

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