

## CASE STUDY.

### Designing a member forum around access and engagement



#### The Brief

MNOPE required support to deliver their November member forum in central Edinburgh, with a clear focus on accessibility, comfort and ease for attendees.

Many members travel long distances and require straightforward transport links, clear communications and a venue that supports both the formal forum and social interaction around food.

Following feedback from previous events, MNOPE also wanted to improve the on-the-day experience, particularly around seating and catering, to ensure members could eat comfortably without needing to stand or move between rooms.

KBPR was appointed to manage the event end-to-end, from planning and venue liaison through to registration, communications and delivery on the day.

#### The Approach

We treated the forum as a carefully paced project, with member experience guiding every decision.

Our focus was on:

- Accessibility – central Edinburgh location close to major transport links
- Comfort – seating and catering designed around the needs of an older audience
- Clarity – clear timelines, consistent communications and simple registration
- Engagement – a room layout that encouraged interaction and discussion

A detailed event timeline was shared early on, ensuring there was sufficient lead-in time for invitations, responses and travel arrangements.



## What we did

### 1. Venue research and liaison

We sourced and secured a centrally located Edinburgh venue that:

- Was easily accessible by rail and public transport
- Could comfortably accommodate up to 100 attendees
- Provided in-room catering suitable for a seated lunch
- Allowed for easy movement and interaction during the forum

KBPR managed all correspondence with the venue, including room setup, catering requirements and final logistics.

### 2. Event setup and registration

KBPR:

- Set up and managed the Eventbrite registration page
- Collated RSVPs and managed attendee lists
- Acted as the main point of contact for all recipient queries

This ensured MNOFP members had a single, consistent contact point throughout the process.



### 3. Seating and catering considerations

Based on feedback from previous forums, seating was arranged in banquet style rather than theatre style, allowing attendees to remain seated while eating and participating.

This small but important change significantly improved comfort and accessibility, particularly for members who had previously found standing or moving between rooms difficult.

### 4. On-the-day delivery

KBPR attended and supported the event on the day, overseeing:

- Room setup and seating
- Catering delivery
- Attendee flow and registration
- Ongoing liaison with the venue



## The Outcome

- Capacity was set for 100 attendees, with over 80 members attending on the day
- The venue layout supported strong interaction and engagement throughout the forum
- Catering and seating arrangements were well-received and suited the audience
- Member queries were handled smoothly, with clear communications throughout
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The forum ran efficiently, comfortably and exactly as planned, delivering a positive experience for members and a successful outcome for MNOFP

## Summary

For MNOFP, success meant more than simply delivering an event, it meant creating an environment where members felt comfortable, supported and able to engage.

By managing the full process, listening to previous feedback and focusing on practical details that matter to members, KBPR delivered a well-attended, well-run Edinburgh forum that met both logistical and human needs.

A straightforward, considered approach, delivered properly.

# KBPR.