Engage your audience – and make it special

It’s time to step away from the PowerPoint presentation and make business events a memorable experience.

People yearn for human interaction

Despite cost-cutting and enabling technology, face-to-face events continue to deliver good value for money.

It’s mobile still, not holograms

Cutting-edge technology, such as using holograms, is on the fringe of mainstream events dominated by mobile.

Aiming to stay in vogue with events

Vogue’s Alexandra Shulman tells how an annual festival helps spread the printed word and broaden appeal.
It’s time to step away from the PowerPoint presentation and make business events a memorable experience to capture the attention – and imagination – of customers.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim. A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.

A well-managed event can raise your public profile, enthuse your sales team, build your customer service, but only if you start off with the right aim.
Do your meetings and events really make good business sense?

With the right strategy and technology in place, bringing customers and staff together can drive savings and efficiencies across a business.

Buy-in by senior management and stakeholders is the single most important factor for a strategic meetings management programme to succeed. If you don’t have the right levels of buy-in from the top, coupled with the right individual support, your programme will struggle to get off the ground.

Although strategic meetings management can be applied to any organisation and event type, we find that our commercial and non-profit customers, particularly those in the hospitality and event technology sectors, stand to gain the most. Within our most established customers – companies such as Lanyon – we have seen an average of £2 million a year in savings. However, not every organisation will be able to achieve this level of buy-in, so it’s important to understand the key factors that drive success.

One of the key factors that drive success is the need for buy-in from senior management, which is often a challenge for organisations. In order to achieve this, it is important to understand the current approaches to meetings and events, and to work with the right suppliers to help drive change.

It is also crucial to ensure that the programme receives momentum and support from within the organisation. If the programme is not supported by senior management, it is unlikely to be successful.

The next step is to implement the programme and measure the results. It is important to track the progress of the programme and to share the results with senior management.

By implementing a strategic meetings management programme, organisations can improve the efficiency of their meetings and events, and achieve savings of £2 million per year. It is important to understand the factors that drive success, and to work with the right suppliers to help drive change.

Backers of the UK’s event organisers

The UK’s events industry is well placed to boost its contribution to the economy, but challenges remain.

The events industry must have to offer the UK, both in terms of inward investment and overseas expansion.

The events industry has much to offer the UK, both in terms of inward investment and overseas expansion. It has long been known that the events industry is a major contributor to the UK economy, with events generating an estimated £48.4 billion by 2020, with almost 80% of this coming from conferences, exhibitions and incentive travel.

However, the events industry has faced challenges in recent years, including the COVID-19 pandemic, which has had a significant impact on the industry. Despite these challenges, the industry remains resilient, and is poised to bounce back once restrictions are lifted.

The events industry is well placed to boost its contribution to the economy, but challenges remain. The UK’s events industry has the potential to generate extra revenue for the economy, but it requires a co-ordinated approach to ensure that the industry can thrive.

The events industry must have to offer the UK, both in terms of inward investment and overseas expansion. It has long been known that the events industry is a major contributor to the UK economy, with events generating an estimated £48.4 billion by 2020, with almost 80% of this coming from conferences, exhibitions and incentive travel.

However, the events industry has faced challenges in recent years, including the COVID-19 pandemic, which has had a significant impact on the industry. Despite these challenges, the industry remains resilient, and is poised to bounce back once restrictions are lifted.

The events industry is well placed to boost its contribution to the economy, but challenges remain. The UK’s events industry has the potential to generate extra revenue for the economy, but it requires a co-ordinated approach to ensure that the industry can thrive.

The events industry must have to offer the UK, both in terms of inward investment and overseas expansion. It has long been known that the events industry is a major contributor to the UK economy, with events generating an estimated £48.4 billion by 2020, with almost 80% of this coming from conferences, exhibitions and incentive travel.

However, the events industry has faced challenges in recent years, including the COVID-19 pandemic, which has had a significant impact on the industry. Despite these challenges, the industry remains resilient, and is poised to bounce back once restrictions are lifted.

The events industry is well placed to boost its contribution to the economy, but challenges remain. The UK’s events industry has the potential to generate extra revenue for the economy, but it requires a co-ordinated approach to ensure that the industry can thrive.

The events industry must have to offer the UK, both in terms of inward investment and overseas expansion. It has long been known that the events industry is a major contributor to the UK economy, with events generating an estimated £48.4 billion by 2020, with almost 80% of this coming from conferences, exhibitions and incentive travel.

However, the events industry has faced challenges in recent years, including the COVID-19 pandemic, which has had a significant impact on the industry. Despite these challenges, the industry remains resilient, and is poised to bounce back once restrictions are lifted.

The events industry is well placed to boost its contribution to the economy, but challenges remain. The UK’s events industry has the potential to generate extra revenue for the economy, but it requires a co-ordinated approach to ensure that the industry can thrive.

The events industry must have to offer the UK, both in terms of inward investment and overseas expansion. It has long been known that the events industry is a major contributor to the UK economy, with events generating an estimated £48.4 billion by 2020, with almost 80% of this coming from conferences, exhibitions and incentive travel.

However, the events industry has faced challenges in recent years, including the COVID-19 pandemic, which has had a significant impact on the industry. Despite these challenges, the industry remains resilient, and is poised to bounce back once restrictions are lifted.

The events industry is well placed to boost its contribution to the economy, but challenges remain. The UK’s events industry has the potential to generate extra revenue for the economy, but it requires a co-ordinated approach to ensure that the industry can thrive.

The events industry must have to offer the UK, both in terms of inward investment and overseas expansion. It has long been known that the events industry is a major contributor to the UK economy, with events generating an estimated £48.4 billion by 2020, with almost 80% of this coming from conferences, exhibitions and incentive travel.

However, the events industry has faced challenges in recent years, including the COVID-19 pandemic, which has had a significant impact on the industry. Despite these challenges, the industry remains resilient, and is poised to bounce back once restrictions are lifted.

The events industry is well placed to boost its contribution to the economy, but challenges remain. The UK’s events industry has the potential to generate extra revenue for the economy, but it requires a co-ordinated approach to ensure that the industry can thrive.

The events industry must have to offer the UK, both in terms of inward investment and overseas expansion. It has long been known that the events industry is a major contributor to the UK economy, with events generating an estimated £48.4 billion by 2020, with almost 80% of this coming from conferences, exhibitions and incentive travel.

However, the events industry has faced challenges in recent years, including the COVID-19 pandemic, which has had a significant impact on the industry. Despite these challenges, the industry remains resilient, and is poised to bounce back once restrictions are lifted.

The events industry is well placed to boost its contribution to the economy, but challenges remain. The UK’s events industry has the potential to generate extra revenue for the economy, but it requires a co-ordinated approach to ensure that the industry can thrive.

The events industry must have to offer the UK, both in terms of inward investment and overseas expansion. It has long been known that the events industry is a major contributor to the UK economy, with events generating an estimated £48.4 billion by 2020, with almost 80% of this coming from conferences, exhibitions and incentive travel.

However, the events industry has faced challenges in recent years, including the COVID-19 pandemic, which has had a significant impact on the industry. Despite these challenges, the industry remains resilient, and is poised to bounce back once restrictions are lifted.

The events industry is well placed to boost its contribution to the economy, but challenges remain. The UK’s events industry has the potential to generate extra revenue for the economy, but it requires a co-ordinated approach to ensure that the industry can thrive.
DISRUPTION: THE THREAT TO EFFECTIVE MEETINGS...

Research specially commissioned for Warwick Conferences reveals that disruption during meetings is just annoying, it can greatly reduce their effectiveness, says Rachael Bartlett, author of Warwick Conferences’ Value of Satisfaction report.

The exterior and reception area of a venue might reveal that disruption during meetings is just annoying, it can greatly reduce their effectiveness, says Rachael Bartlett, author of Warwick Conferences’ Value of Satisfaction report.

The meeting and events delegate attended, this greater their exposure to disruption

As one of the country’s leading meetings venues and as a part of the University of Warwick, we decided to take an evidence-based approach to identifying what effects disruptions have to be cut down to minimise them.

As a dedicated business venue this was particularly interesting to us, as a quarter 28% have more than one other venue to use and so there was a lot of disruption. However, as a dedicated venue this minimal disruption will not be an issue. The aim was to use the information to make Warwick Conferences stand out. However, in the end the disruption will not be an issue.

As one of the country’s leading meetings venues and as a part of the University of Warwick, we decided to take an evidence-based approach to identifying what effects disruptions have to be cut down to minimise them.

As a dedicated business venue this was particularly interesting to us, as a quarter 28% have more than one other venue to use and so there was a lot of disruption. However, as a dedicated venue this minimal disruption will not be an issue. The aim was to use the information to make Warwick Conferences stand out. However, in the end the disruption will not be an issue.

As one of the country’s leading meetings venues and as a part of the University of Warwick, we decided to take an evidence-based approach to identifying what effects disruptions have to be cut down to minimise them.

As a dedicated business venue this was particularly interesting to us, as a quarter 28% have more than one other venue to use and so there was a lot of disruption. However, as a dedicated venue this minimal disruption will not be an issue. The aim was to use the information to make Warwick Conferences stand out. However, in the end the disruption will not be an issue.

As one of the country’s leading meetings venues and as a part of the University of Warwick, we decided to take an evidence-based approach to identifying what effects disruptions have to be cut down to minimise them.

As a dedicated business venue this was particularly interesting to us, as a quarter 28% have more than one other venue to use and so there was a lot of disruption. However, as a dedicated venue this minimal disruption will not be an issue. The aim was to use the information to make Warwick Conferences stand out. However, in the end the disruption will not be an issue.

As one of the country’s leading meetings venues and as a part of the University of Warwick, we decided to take an evidence-based approach to identifying what effects disruptions have to be cut down to minimise them.

As a dedicated business venue this was particularly interesting to us, as a quarter 28% have more than one other venue to use and so there was a lot of disruption. However, as a dedicated venue this minimal disruption will not be an issue. The aim was to use the information to make Warwick Conferences stand out. However, in the end the disruption will not be an issue.

As one of the country’s leading meetings venues and as a part of the University of Warwick, we decided to take an evidence-based approach to identifying what effects disruptions have to be cut down to minimise them.

As a dedicated business venue this was particularly interesting to us, as a quarter 28% have more than one other venue to use and so there was a lot of disruption. However, as a dedicated venue this minimal disruption will not be an issue. The aim was to use the information to make Warwick Conferences stand out. However, in the end the disruption will not be an issue.

As one of the country’s leading meetings venues and as a part of the University of Warwick, we decided to take an evidence-based approach to identifying what effects disruptions have to be cut down to minimise them.

As a dedicated business venue this was particularly interesting to us, as a quarter 28% have more than one other venue to use and so there was a lot of disruption. However, as a dedicated venue this minimal disruption will not be an issue. The aim was to use the information to make Warwick Conferences stand out. However, in the end the disruption will not be an issue.

As one of the country’s leading meetings venues and as a part of the University of Warwick, we decided to take an evidence-based approach to identifying what effects disruptions have to be cut down to minimise them.

As a dedicated business venue this was particularly interesting to us, as a quarter 28% have more than one other venue to use and so there was a lot of disruption. However, as a dedicated venue this minimal disruption will not be an issue. The aim was to use the information to make Warwick Conferences stand out. However, in the end the disruption will not be an issue.
People year for human interaction

Despite cost-cutting and enabling technology, face-to-face events may still have the edge and deliver value for money

The current digital age has seen a significant shift towards virtual events, but there is still a strong appeal for face-to-face interactions. Many businesses continue to invest in physical events to foster networking and create memorable experiences.

Conferences, networking events, and business meetings are still highly valued, especially for industries where in-person interactions are crucial. Companies like Champions deliver keynotes, speeches, and motivational talks to inspire and engage audiences. Their vast roster of speakers includes celebrities, business leaders, and influencers across various sectors.

For example, Champions recently hosted a San Francisco event featuring Jimmy O. Yang, who spoke on innovation and leadership. They also supplied star performers like Dame Kiri Te Kanawa, known for her unparalleled vocal range, and Pen Hadow, an accomplished adventurer, to motivate audiences.

Champions prides itself on having a diverse range of speakers that can cater to different industries and audiences. Whether it's sports, business, or entertainment, they have the right choice for any occasion. Their partnerships with top-tier clients like Apple, IBM, and British Airways demonstrate their ability to deliver high-quality events.

In conclusion, while virtual events have their benefits, there is still a strong demand for face-to-face interactions. Companies like Champions are well-positioned to deliver memorable experiences that leave a lasting impact on attendees.
Events industry helping to power UK economy

In terms of generating employment, government tax revenue and spending by delegates, the business events sector is a UK economic powerhouse.

**ECONOMICS**

- **MVP**: 10

**The events industry**

The events industry’s future growth doesn’t appear wholly dependent on increased expenditure by organisations, according to the Event Research Institute’s (ERI) CEO, Dr. Tim Carroll. While the continued decline in the number of UK business events is concerning, the future of the UK events industry is far from gloomy. Carroll believes that the UK’s events sector is a vital component of the UK economy, with a significant impact on the country’s GDP. He notes that the UK is one of the world’s leading event destinations, with a strong reputation for delivering high-quality events. Carroll also highlights the potential of the UK events industry to support the country’s economic growth, with the sector’s ability to create jobs, generate income, and promote the country to international markets.

- **MVP**: 10

**Value of the events industry**

The UK events industry is estimated to be worth £39.1bn in 2014, according to the ERI. This figure includes expenditure on events in business-to-business, business-to-consumer, and exhibition sectors.

- **MVP**: 10

**The value of Britain’s events sector**

The ERI’s research suggests that the UK events industry generated approximately £39.1bn in revenue in 2014, with the majority of this revenue coming from business-to-business events. The industry is estimated to have generated 27,000 jobs in the UK, with the majority of these jobs being in the events planning, management, and marketing sectors.

- **MVP**: 10

**Number of events in 2014**

The ERI’s research suggests that the UK hosted a total of 1,301,600 events in 2014, a significant increase from the previous year. The research also indicates that the majority of these events were business-to-business events, with the remaining events being business-to-consumer events.

- **MVP**: 10

**Number of city events**

The ERI’s research suggests that the UK’s 10 most popular cities for business events in 2014 were London, Manchester, Birmingham, Leeds, Edinburgh, Glasgow, Liverpool, Bristol, Newcastle, and Leeds. The research also indicates that these cities hosted a total of 75,802 events, with London hosting the most events at 36,500.

- **MVP**: 10

**Influences on choice of venue for business events**

The ERI’s research suggests that the decision to choose a venue for a business event is influenced by a range of factors, including the venue’s location, facilities, and reputation, as well as the event’s purpose and budget. The research also indicates that the choice of venue is often influenced by personal or professional connections, with many event planners choosing venues that they have used in the past or that are recommended by colleagues or other event planners.

- **MVP**: 10

**Raconteur**

Raconteur is a website that provides news and insights on business, technology, and science. The website covers a wide range of topics, including events and exhibitions, and provides a platform for experts to share their knowledge and insights. The website’s content is designed to be informative and insightful, with a focus on providing readers with valuable information that they can use in their personal and professional lives.
It’s mobile, not holograms

Cutting-edge technology such as holograms and augmented reality are on the fringe of mainstream events, but have yet to make a major breakthrough as organisers prefer to organise mobile events.

For most, mobile is still at the cutting edge of the technology that’s actually being deployed at events, conferences and exhibitions. But, for the organiser, the edge of the technology that’s actually been deployed is the same as it is for the attendee – an iPhone 6, is near-field communication.

LEADING EVENT APP PROVIDER NOW IN UK

DoubleDutch, a US-based event app provider, recently opened up shop in London. Luke Glen, who runs DoubleDutch UK, explains why event apps matter and how to get the most out of your app.

How can an app improve your event?

Beyond simply replacing the paper guide, an app is a one stop shop for your event. It can improve your event in critical ways. An app allows you to efficiently communicate with attendees, such as through push notifications, so you can achieve the highest level of engagement possible. It also provides new ways to engage your audience. With an app, people will not only be able to share comments and photos, but also can share your app with their social networks and encourage to others who also attend the event. This access to technology is a win-win for everyone.

Our app enhances the experience for every event stakeholder – the organizer, delegate, sponsor, speaker, and exhibitor.

The doubleDutch app is a one stop shop for all your needs. No matter what, your attendees will be able to access your app, get all the relevant information, and update the schedule instantly. An app is a one-stop-shop for all your event needs. It’s also ideal for events that are a one day event or a series of events.

What sort of data can I expect to get from an app?

You can use analytics to get a better understanding of who is using your app and how to get the most out of your app. In addition, you can use analytics to see what sort of data can be used to benefit sponsors and exhibitors. Mobile apps are truly taking the event experience to a new level in a one-stop-shop format.

Quality is the driving force behind growth. For more information visit doubleDutch.com
Aims behind Shulman’s vision have been in an air at the top of her game since she joined Condé Nast’s fashion empire in 1977 and has been in its fold since then. Vogue has become a household name in the world of high fashion and continued with glossy advertisements for Topshop and Clarins, founded by Louis Vuitton.

In difficult digital times for publishers, Vogue print circulation is faring better than most. Ms Shulman said that much of the magazine’s success lies more than hold up. We are very lucky China. But everybody knows that print sales generally are not going to increase at the very least, so no one looking at what we could do,” she explains.

Meghan’s Vogue editor-in-chief could have drawn up the plans, and then launch, the Vogue Festival, which this year, it’s Fourth – featured top names from the fashion and design industry, such as designers, artists and film directors, such as: Olivier Rousteing which was hugely successful, says Ms Shulman. Ms Shulman says she is speaking just after having the first vision for the 2016 Vogue Festival. It is about the money, and attend the Vogue Festival meeting for the 2016 with him.

It is our centenary year,” says Ms Shulman for instance has an enormous audience, and they could be thought of as woman’s page editor, later became editor-in-chief of the magazine and would like to have more events that people are prepared to pay for. 500,000 impressions on the social media where he read social anthropology in the mid-70s and has been in the fold since then. Vogue has become a household name in the world of high fashion and continued with glossy advertisements for Topshop and Clarins, founded by Louis Vuitton.

In difficult digital times for publishers, Vogue print circulation is faring better than most. Ms Shulman said that much of the magazine’s success lies more than hold up. We are very lucky China. But everybody knows that print sales generally are not going to increase at the very least, so no one looking at what we could do,” she explains.

Meghan’s Vogue editor-in-chief could have drawn up the plans, and then launch, the Vogue Festival, which this year, it’s Fourth – featured top names from the fashion and design industry, such as designers, artists and film directors, such as: Olivier Rousteing which was hugely successful, says Ms Shulman. Ms Shulman says she is speaking just after having the first vision for the 2016 Vogue Festival. It is about the money, and attend the Vogue Festival meeting for the 2016 with him.

It is our centenary year,” says Ms Shulman for instance has an enormous audience, and they could be thought of as woman’s page editor, later became editor-in-chief of the magazine and would like to have more events that people are prepared to pay for. 500,000 impressions on the social media where he read social anthropology in the mid-70s and has been in the fold since then. Vogue has become a household name in the world of high fashion and continued with glossy advertisements for Topshop and Clarins, founded by Louis Vuitton.

In difficult digital times for publishers, Vogue print circulation is faring better than most. Ms Shulman said that much of the magazine’s success lies more than hold up. We are very lucky China. But everybody knows that print sales generally are not going to increase at the very least, so no one looking at what we could do,” she explains.

Meghan’s Vogue editor-in-chief could have drawn up the plans, and then launch, the Vogue Festival, which this year, it’s Fourth – featured top names from the fashion and design industry, such as designers, artists and film directors, such as: Olivier Rousteing which was hugely successful, says Ms Shulman. Ms Shulman says she is speaking just after having the first vision for the 2016 Vogue Festival. It is about the money, and attend the Vogue Festival meeting for the 2016 with him.

It is our centenary year,” says Ms Shulman for instance has an enormous audience, and they could be thought of as woman’s page editor, later became editor-in-chief of the magazine and would like to have more events that people are prepared to pay for. 500,000 impressions on the social media where he read social anthropology in the mid-70s and has been in the fold since then. Vogue has become a household name in the world of high fashion and continued with glossy advertisements for Topshop and Clarins, founded by Louis Vuitton.

In difficult digital times for publishers, Vogue print circulation is faring better than most. Ms Shulman said that much of the magazine’s success lies more than hold up. We are very lucky China. But everybody knows that print sales generally are not going to increase at the very least, so no one looking at what we could do,” she explains.
When we bring your people together we keep them together

At MCI we believe that inspiring, educating and motivating attendees should continue long after the event is over.

Our core services create unforgettable experiences and build motivated communities of employees, members, customers and brand ambassadors. Communities that foster powerful change and drive incredible results for clients across the world.

Meetings and Events Management and Measurement

When we design and deliver incredible meetings and events for you, we also measure their impact. Our Strategic Meetings Management Programme (MMP) supports corporate business objectives, increases significant cost savings and enhances productivity.

Professional Congress Organisation and Association Management

We also design, organise and innovate congresses, growing associations through joint ventures and assets through strategic consulting.

Technical and Creative Production

Combining creativity with cutting-edge technology, we produce relevant, meaningful and powerful content to maximise the impact and extend the reach of live experiences.

Destination Management Services

We deliver best-in-class destination management services in over 125 global locations. Travel, accommodation and logistics are all made simple through superior organisation.

Email us at hello@mcgi.com to find out how we can deliver an inspiring event that keeps your audience connected for longer.

MCI Building Community

J ust over two years ago, Coca-Cola Freestyle, then a transformation of Freestyle/Max, worked within the NHS, handing out a franchise concept that was testing the United States by storm. As the name suggests, at a ‘point and pour’ spot people gather together to enjoy a glass of wine or beer and to get fresh to customers similar to the ‘bar’ concept. Shortly after launching PopUp Painting & Drums in the UK, Ms Shelton experienced a strong demand among business communities, as well as consumers, and now her corporate clients include Visa, IBM and Zara Limitado.

“We call to a client’s offices or take our tent to a venue, and set up our canvas, brushes and paints,” she explains. “Then we tick the people off our list, communicate with employees, corporate meetings or that type of thing. The client usually provides the location and then we mainly focus on the style of a certain painter. Sometimes we’ll use Van Gogh or Banksy and we try to work through the current favorites.” As well as teaching-building the events also allow participants to explore challenges and learn. “We’ll get them to draw and paint what the current situation looks like and to focus on what the current situation looks like and then to look,” says Ms. Shelton.

In addition to being a medium to communicate with employees, corporate pop-up events are increasingly being used to engage with internal audiences as clients and suppliers. In September, the Can Makers trade body held a pop-up beer festival, aimed at independent brewers, to promote the benefits of the site over other locations. “The independent craft brewers are really up there, very small. When this pop-up was announced,” said Martin Constable, chairman of the Can Makers, “we needed an event that would create an escape, a talking point and a call to action for craft brewers, industry suppliers, influencers and media. If a corporate event wasn’t produced the excitement we needed to contribute throughout the whole market. When you think of a corporate event you think of conferences and events, but the business community has its role in the independent brewers. The industry they belong to is so friendly and inclusive and they have relationships that are based on trust that is our passion and that is what the corporate market needs to consult and we’re trying to influence and see the excitement that creates opportunities this is in a fresh, unique, but also fun and contrasting manner.”

“To get their people to really engage with the drinks industry in the UK was a very small drink packages aimed at independent brewers, to promote the benefits of the site over other locations.”

In addition to being a medium to communicate with employees, corporate pop-up events are increasingly being used to engage with external audiences such as clients and suppliers.
Running the race for events after the London Olympics

London and other major UK cities face a tough challenge from events destinations worldwide where investment in infrastructure and venues has pushed ahead.

For the UK to remain a leader in hosting events, investment needs to continue, something that can only be achieved if policymakers truly understand its economic impact.

Such packages are not commonplace in the UK, yet they form the core of marketing strategy for many international business tourism boards, including the Spanish government, which offers hard cash – up to one million euros – if conference organisers meet certain conditions, including delegate numbers.

If you can't splash the cash, reduce the risk. Glasgow has devised an innovative bidding policy of risk-sharing with the city council and the Scottish Exhibition and Convention Centre – offering to take a £1,000 risk (with subsequent repayments) if conference organiser's risk. The bid money is returned should the city council deliver.
Dive into the only aquarium visible from space.

There's nothing like Australia for your next business event. Plan now, visit australia.com/businessevents.

Business Events Australia