

# CONVENTION BUREAU TOP TIPS



# 1

## Ask for feedback

Before your event closes, ask your delegates what they thought of elements such as location and content. Did they think the event was worthwhile? Use your findings to improve future events.



# 2

## Match your venue to your aims

Are you looking for an iconic, funky, traditional or alternative venue? London has them all.

# 3

## Write a detailed brief

This should set out your budget, delegate numbers, ideal dates together with alternatives, and your needs regarding audio-visual equipment, catering, accommodation, room layout, space and even lunch and coffee breaks. The more detail the better.

# 4

## Set your ambitions

What are you trying to achieve with your event? This will be the first question a venue will ask to find out if they can meet your needs. Write a checklist of measures of success.



# 5

## Create a buzz

Publicise your event through mailshots, digital marketing and social networks. Be creative: why not start a competition and award a big prize at the event?

# 6

## Use the city convention bureau

It is your one-stop-shop and will be able to help you find the right venue, format and price. And it is always free of charge.



## EVENT SUCCESS IN LONDON

# 7

## Bolt on extra value

Once you've booked the venue, find out what else the location can offer. Can you secure discount travelcards or lower-price tickets to special events? What festivals or concerts are happening in the city at that time? These extras can turn a good event into a great one.



# 8

## Agree reservation deadlines up front

Most venues will accept a provisional reservation, but will need to confirm the booking weeks before the event. Find out when the 'cut-off' point is. You could avoid an expensive mistake later on.

# 9

## Use star ratings

If you're not sure of budgets, the star rating system is a good way to communicate your needs. Are you looking for a no-expense-spared 5-star event or a budget 1-star?

# 10

## Create bespoke travel plans

Understand where your delegates are travelling from so that you can prepare travel routes and information packs. Provide digital and printed maps and pre-paid Oyster cards to use on the Underground trains and buses.



# 1

## Set your standards

Put a plan in place to measure and reduce the environmental impact of your event. There are tools to help you do this, such as ISO 20121.

# 2

## Book the right venue

Pick a venue that's well connected for public transport so that delegates don't have to drive. If they do have to travel by car, encourage car sharing or use green car companies such as Carbon Voyage.



# 3

## Know your suppliers

Look at your supply chain and check their green credentials. Does the caterer use local suppliers? What happens to food wastage? Do they have a wormery which can generate compost for local trees and gardens?

# 4

## Pre-cycle

Where will everything that's used for your event – exhibition stands, carpets, food – end up? Try to minimise waste. Why not find somewhere to donate unwanted event extras such as flowers and pens?



# 5

## Build sustainability into your event

Introduce an activity into your programme that educates delegates on sustainability issues or benefits the local community.

# 6

## Go paperless

Send your event programme by email rather than using up reams of paper posting it. At the event, why not use digital tablets and screens to publicise your agenda and floor plans, and offer touch-screen session booking?

## MAKE IT GREEN IN LONDON



# 7

## Ask 'how did we do?' digitally

Send out your post-event questionnaire by email. Ask delegates how they travelled to and from the event and whether they have considered offsetting the carbon generated in their journeys.

# 8

## Publicise your efforts

Tell the world about your efforts to help save the planet. Advertise your sustainability policy on your company website.

# 9

## Ask our advice

London & Partners' expert team is on hand to make your event more sustainable. Contact us to find the greenest venue, activities and suppliers in London.



# 10

## Be generous and green

Forget old-style goody bags that will only get left on the conference floor or lost on the journey home. How about a virtual gift bag with vouchers or theatre tickets?

# 1

## Agree your aims

What exactly are you trying to achieve? Enhance performance? Build relationships? Encourage creative thinking? Write down your key objective and build your event around it.

# 2

## Set your return on investment target

How do you define success? At London & Partners, we work hard to help companies achieve measurable financial goals. Agree a return on investment target and work out how you're going to achieve it.

# 3

## Make it acceptable to budget-holders

In tough financial times, keeping spending under control is critical. London is a great option, offering thousands of fantastic experiences at the heart of Europe's low-cost flight network. Inspiring yet affordable.

# 4

## Make it a 'world first'

A 'global first' can make your event truly life-changing. For the first time ever in London, visitors can 'skywalk' on the O2 arena roof, hold a reception in the ArcelorMittal Orbit on the Queen Elizabeth Olympic Park or stay at the legendary Shangri-La hotel.

# 5

## Make your team the 'star' of the show

Tap into the emerging trend for 'immersive experiences'. In London, attendees can cut a record at Abbey Road studios, stage a West End musical or pick up a cricket bat at Lord's, the world-famous home of cricket.



# 6

## Invite the family

Add value by allowing attendees to bolt on a weekend stay. They can fly over partners and family, create a bespoke itinerary and take advantage of corporate discounts on dining, hotel rooms and visitor attractions.



# 7

## Give something back

Could your team dig deep on an urban farm or help young disadvantaged people in the community? A social responsibility element will make your event meaningful as well as memorable.

# 8

## Exploit your tax breaks

It's a business event, so your booking will qualify for tax breaks if you host it in London. London & Partners can help you use tax breaks to make your event as cost-efficient as possible.

# 9

## Join the professionals

For good contacts, advice and professional development, join the Society of Incentive and Travel Executives (SITE), a global network of event planners specialising in motivational experiences.

# 10

## Mix tradition with modernity

The best experiences combine the historic with the cutting-edge. In London, you can enjoy a banquet at King Henry VIII's Hampton Court Palace and then boat up the Thames to a champagne reception at the Shard – West Europe's tallest and most exciting new venue.

## REWARD AND INSPIRE IN LONDON



# 11

## Inject some adrenaline

For high-achievers, high-octane experiences such as canoeing, off-road driving and sky-diving are massive hits. Don't be afraid to push the team to its limits.

# 12

## Activate your brand

Think about scheduling your trip alongside a high-profile brand launch. It's a great opportunity to inspire a team about their company's new products or services. And try to make sure that there's a media cluster on your doorstep, as there is in London.

# 13

## Combine town with country

One minute your team is in the heart of the metropolis, the next they're in leafy countryside. A London event puts the rural delights of Ascot races, Henley rowing and historic country estates within easy reach of the buzzing city.

# 14

## Think 'doorstep' activities

Do away with coaches and tour guides and choose an area that offers a rich variety of experiences within walking distance of your hotel.

# 15

## Get a better deal by keeping it simple

The more agencies you contact, the less likely you are to secure a big discount as word spreads. Instead, talk to the convention bureau first, then go to your hotel directly and contact a maximum of two destination marketing companies.



# 1

### **Be Bond for a day**

Need to inject some adrenaline into your event? Your mission, 007, is to zoom down the River Thames in a speed boat. Daniel Craig eat your heart out.

# 2

### **A twin-track approach**

London's St Pancras Station has recently been restored to its Gothic glory and now offers fast train links to Paris, Brussels and the rest of Europe. Book the St Pancras Clock Tower to hold your event in one of the world's best connected venues.



# 3

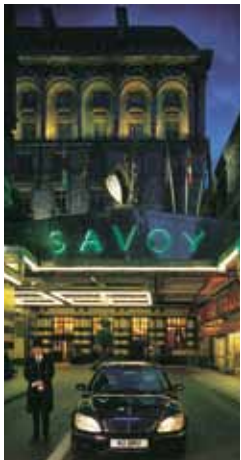
### **Go sky-high in Europe's tallest building**

London's Shard is West Europe's tallest venue, offering restaurants, a 5-star hotel and the best views in London. Why not be among the first to book your event in this extraordinary skyscraper?

# 4

### **Stay in the lap of luxury**

A £100-million restoration has made London's 1889 Savoy one of the most opulent hotels in London. Book in for Edwardian and Art Deco finery and some feisty cocktails.



# 5

### **Spot a Michelin star**

Celebrity chefs Jamie Oliver, Heston Blumenthal, Gordon Ramsay and Gary Rhodes all have flagship restaurants in London. A mouth-watering pull for your event.

## **MAKE IT MEMORABLE IN LONDON**



For further information, please get in touch.  
[londonandpartners.com/convention-bureau](https://londonandpartners.com/convention-bureau)

📺 Follow us @L\_PBusiness

🌐 Join us on LinkedIn: 'London & Partners Convention Bureau Group'

**LONDON™**  
& PARTNERS