



Transport Campaign: how you can get involved

As the official promotional company of the Mayor of London we have aligned ourselves to the Mayoral priorities, one of these being the accessibility of London with its excellent connections to and around the city. Our team understands that transport is an important factor for event planners when considering destinations and the event logistics. 86% of Event planners agree or strongly agree that the journey to and around the city where the event is hosted will affect the overall event experience for the attendee/delegate.¹ The convention bureau wanted to showcase London as the most connected and accessible city in the world for MICE events. On top of this, London is looking forward to the launch of the new Elizabeth Line with anticipation, which will be a game changer for event planners looking to move their delegates across London in a fraction of the time.

What does it mean for you?

We are asking our partners to further promote this message and to use our collateral/messaging across your channels. As venues, hotels, restaurants and services, we want to push home the same valuable message to delegates visiting London. That 'London is Open' to any event or congress of any size and moving their delegates around shouldn't be a concern when planning and executing an event. Together we can keep London constantly regarded as the best place for MICE events!

Share the message

- Content available on the conventionbureau.london website
 - <http://conventionbureau.london/transport>
 - <http://conventionbureau.london/transport/getting-to-london>
 - <http://conventionbureau.london/transport/getting-around-london>

¹ According to 102 surveyed event planners from the London & Partners MICE survey 2017

- Download our Transport brochure or take some hard copies to have available in your reception (ask Bridget bcuttell@londonandpartners.com for some to be sent to you)
 - <http://files.londonandpartners.com/cvb/files/london-convention-bureau-transport-brochure.pdf>
- Share our YouTube videos or display at your venue/property
 - London Transport for events industry:
<https://www.youtube.com/watch?v=OTOOgSGYio8&t=8s>
 - London Transport for events industry (subtitle):
<https://www.youtube.com/watch?v=19dMXiWTyGU>
- Use the **London & Partners photo.london image library** – sign in as a partner and once your account is approved (usually very quick, if not email bcuttell@londonandpartners.com) you have access to a huge image library with a range of subjects.
- Social assets and infographics – help us spread the word!
 - Share the campaign content on our Twitter account:
https://twitter.com/London_CVB
 - Use the hashtag #lovetheevent, create your own tweets (how quick will it be to get to you with Crossrail?) or share our content
 - Tweet examples:

Crossrail is changing transport, from Heathrow to the West End in 28 mins #lovetheevent
<http://conventionbureau.london/transport-information>

When it comes to moving delegates around the city, London gives you choice, from the Tube to buses, black cabs and river boats #lovetheevent

Why not travel from a meeting to an event in style along the river Thames? Take a river boat for a unique views of the city #lovetheevent