

CONFERENCE 2018

FIT FOR SUCCESS



Welcome from Natalie and Steve

On behalf of the team and Board of Directors, a very warm welcome to the first Academic Venue Solutions conference. The event is packed with valuable learning, networking and practical workshops. It's the biggest conference for academic venues who want to maximise their potential.

Firstly, thanks to our hosts at Unique Venues Birmingham. UVB operates across two historic venues in Birmingham, and combines the best of both to provide a memorable venue for all kinds of events. I'm sure you'll enjoy their hospitality and finding out a little more on what they have to offer.

The 'Fit for success' theme will focus on how being 'fit' in all areas including; sales, marketing and wellbeing are essential to being successful.

The programme is designed with you in mind, so whether you are in sales, marketing or operations, events, you will benefit from a superb range of presentations from keynote speakers to practical workshops, and of course, working within this unique sector it's a great opportunity to network with your colleagues.

We hope you have an informative, productive and most of all enjoyable time, and we both look forward to working with you now and in the future.

Steve Crawford - Chair

Natalie Williamson – General Manager

Our sponsors

wilson vale

 Kinetic Solutions

glisser

insight⁶
CUSTOMER EXPERIENCE SPECIALISTS

 **WARWICK**
EVENT SERVICES

Learning & Development
Academy 2018 In partnership with Paje Consultancy **paje**

Programme – Wednesday 5 December

Time	Topic
09:30-10:00	Registration
10:00-10:15	Welcome: Steve Crawford – Chair of Academic Venue Solutions
10:15-10:45	Plenary 1: Managing a unique venue Suzanna Reid – Unique Venues Birmingham
10:45-11:45	Workshop 1: Social media for location based businesses Janet Bebb from the L&D Academy & Paje Consultancy Associates Workshop 2: The good, the bid and the ugly - effective bid writing Anthony Cassidy from Marketing Manchester Workshop 3: Is your customer experience fit for success too? Ian Kelsall from insight6
11:45-12:15	Refreshment Break
12:15-13:15	Workshop 1: Social media for location based businesses Janet Bebb from the L&D Academy & Paje Consultancy Associates Workshop 2: The good, the bid and the ugly - effective bid writing Anthony Cassidy from Marketing Manchester Workshop 3: Is your customer experience fit for success too? Ian Kelsall from insight6
13:15-14:15	Lunch and exhibition
14:15-15:15	Plenary 2: How AVS have changed to be fit for success Natalie Williamson and the Board of Directors
15:15-16:15	Plenary 3: Delivering successful commercial services Stewart Ross from the University of Leeds
16:15-16:30	Break
16:30-17:15	Overview Session 1: Fit for King's Harry Warner from King's Venues Overview Session 2: Audience participation software post-GDPR Matt Fabyonic - Glisser Overview Session 3: The statistical evolution of events software Luke Warren – Kinetic Solutions
19:00-late	Conference dinner and networking

Programme – Thursday 6 December

Time	Topic
08:30-09:00	Registration
09:00-09:15	AGM: Details of new appointed Directors and resolutions announced
09:15-10:15	Plenary 4: Attracting association business; the benefits and challenges Heather Lishman from ABPCO
10:15-11:15	Workshop 4: How academic venues work with their convention centres and bureaus in ambassador programmes Gemma Savage – ICC Wales Workshop 5: Exhibitions - The more you put in the more you get out! Helen Cuddy from the L&D Academy & Paje Consultancy Associates Workshop 6: Psychology for digital marketing Caroline Cockell from the L&D Academy & Paje Consultancy Associates
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12:45-13:45	Lunch and exhibition
13:45-14:45	Plenary 5: Stealth, wealth and mental health James Lee from the L&D Academy and James Lee Associates
14:45-15:45	Panel discussion with Warwick Event Services & Cascade Productions Collaboration between academic venue and creative event agencies
15:45-16:00	Close of the Conference: Steve Crawford Chair of Academic Venue Solutions and the 2019 venue announced

Plenaries

Plenary 1: Managing a unique venue

Suzanna Reid from Unique Venues Birmingham

A welcome to Unique Venues Birmingham from Suzanna and an insight into how they manage the use of a building that's - open to the public, runs scheduled non-commercial events and is available to hire for commercial customers. Find out how they combine all this whilst offering an academic offer, and get an insight into the similarities they share with other universities.

Plenary 2: How AVS have changed to be fit for success

Natalie Williamson and the Board of Directors

Nine months on, since the rebrand to Academic Venue Solutions, hear about some of the most significant changes in 2018. What have been the successes? What have been the learning points? Where and what next? And, how does this all fit in with the 12-point strategic plan.

Plenary 3: Delivering successful commercial services aligned to your institutions priorities

Stewart Ross from the University of Leeds

There has possibly never been a more uncertain time for HE in the UK with universities facing significant challenges as well as opportunities. Delivering successful commercial services that align to our institutional priorities has never been more important. Stewart will explore some of the wider context of the sector and the impact it has on the planning and delivery for commercial services – such as our venues, conferencing and events. How do we ensure we are valued and indeed prioritised at a time of challenge? What do we need to do to be fit for the challenges ahead?

Plenary 4: Attracting association business; the benefits and challenges

Heather Lishman from ABPCO

The session will look at how you can attract, operationally deliver and retain association business. It will look at the collaborations necessary to fully optimise the market, and how these elements can be incorporated into your business planning and review cycle.

Plenary 5: Stealth, wealth and mental health

James Lee from the L&D Academy and James Lee Associates

The objective of the session is to explore the relationship between planning and preparation, knowledge and prioritising with performance and mental well-being and will cover:

- How effective planning, preparation and targeting can make you more stealthy
- How knowledge use, a focus on quality and prioritising can make you wealthy (in clients)
- How mental health can be affected by both and why a balance is so important and helps boost resilience

Workshops

Workshop 1: Social media for location based businesses

Janet Bebb from the L&D Academy & Paje Consultancy Associates

Social media is here to stay! However it changes almost daily. In this session we'll be exploring some key fundamentals that make best use of social media marketing and find out how you can capture new business with a little planning and the right approach. We'll take a brief look at the importance of the following elements:

- Strategy and planning
- Social media platforms to consider and why
- From check-ins to reviews and recommendations
- Creating great visual content and storytelling
- Customer journeys from social media to purchase
- Location based ads
- Measuring results

Workshop 2: The good, the bid and the ugly - effective bid writing

Anthony Cassidy from Marketing Manchester

Manchester submits a significant volume of bids to host international association conferences, a process which demands time, effort, creativity and, above all, collaboration between Marketing Manchester and the city's universities. This session will take you on a step-by-step guide of how Manchester produces international bids, including tips about how to stand out from the competition, minimise time input, and secure more business for your venue.

Workshop 3: Is your customer experience fit for success too?

Ian Kelsall from insight6

How important is customer experience (CX) in today's market and are you ready for Generation CX? The session will provide an overview of what a typical customer journey might look like, highlighting opportunities to potentially convert more enquiries and deliver market leading CX.

Workshop 4: How academic venues work with their convention centres and bureaus in ambassador programmes

Gemma Savage – ICC Wales

This session will explore the importance of universities partnering with their convention centres and bureaus to support the ever popular ambassador programmes. It will showcase how university's research strengths can support campaigns and why working closely with academic ambassador is crucial to success.

Workshop 5: Exhibitions - The more you put in the more you get out!

Helen Cuddy from the L&D Academy & Paje Consultancy Associates

Exhibitions can be expensive, time consuming and often described as, without tangible results. In this workshop we will explore top tips and techniques to attract, engage and seize the opportunity to ensure better outcomes all round, covering some of these key points.

- What is your objective?
- Plan effectively, one size doesn't fit all
- Who will be your buyers?
- Your team and the pitch
- What is the hook?
- Tell your story
- What is a real enquiry and how can you tell?
- ROI - What is it and is it realistic?
- Follow-up, again and again!.....and again!

Overview sessions

Session 1: Fit for King's

Harry Warner from Kings Venues

At King's College London, the Estates and Facilities Directorate employs over 800 staff and service partners across its five campuses. With over 29,500 students from over 150 different countries and over 8,000 staff it was highlighted that improvements in customer service were needed. In 2012 a project team was created, comprising of staff from across Estates and Facilities who came together to agree a vision and discuss what world class customer service looks like. The project team agreed our vision is to provide world class service to our customers, to support this vision, the Fit for King's programme was created. Learn more about this customer service programme, the awards and recognition it has achieved and what it means to be delivering 'World Class services for a World Class University'.

Session 2: Audience participation software post-GDPR

Matt Fabyonic

Glisser, the only dedicated audience response software with ISO27001 certification, will share their extensive security and data protection systems and policies, and internal processes that are at the heart of their product.

Session 3: The Statistical Evolution of Events Software

Luke Warren – Kinetic Solutions

During this interactive session we will touch on some of the available statistics in our industry surrounding event impact on student enrolment, HE P&L and the Gen Z expectation. Academic conferencing teams are being relied on more today than ever before and are now responsible for contributing a larger amount of a Universities surplus. With a huge number of existing customers present at the AVS 2018 conference we will also discuss how Kinetic will approach such changes.

Panel discussion

Panel discussion with Warwick Event Services & Cascade Productions

Collaboration between academic venue and creative event

The panel discussion will focus on the collaboration between academic venues and creative agencies and how we, as a group of academic venues, can work more closely with them, to pull off the perfect event. Insights into understanding what creative agencies look for in a venue, what are the constraints and obstacles, and tips on being successful.

The Speakers



Harry Warner - For the last six years' Harry has been working as Head of Sales and Marketing for King's Venues (the conference and events division of King's College London). Prior to working in the academic sector, Harry enjoyed 18 years' in the hotel industry specialising in sales in the London market.



Suzanna Reid - Suzanna has over 25 years' experience within the hospitality industry, with groups such as Jurys and the bar operating company Novus Leisure. As the Commercial Director of Unique Venues Birmingham Suzanna oversees the day-to-day operations and is responsible for expanding the company's commercial activities to generate revenues and promote sustainable growth.



Anthony Cassidy - Heading up the Manchester Convention Bureau's bidding team, Ant coordinates the production of over eighty competitive event bids per year. He's proud of the excellent working relationship with all three university conference offices – a partnership which has attracted numerous prestigious congresses to the city.



Heather Lishman - Heather had roles with DeVere, InitialStyle Conferences and Quality in Tourism before forming her own business in 2010. In her role as Association Director of ABPCO she has focussed on 'Promoting Excellence in Association Conferences and Events' and to grow the engagement, membership and the surplus of the association and is thrilled to be the Association Director.



Ian Kelsall - Ian brings over 25 years' experience of leading businesses in delivering excellent customer service across the UK and Europe. Insight6 are customer experience specialist, providing cradle to grave solutions to help businesses succeed in crowded marketplaces.



Helen Cuddy - Helen has had a long career in business and sales and launched into the MICE Industry over 10 years' ago working originally in agencies including Zibrant and Ashfield Meetings and Events and moved to venues to see the contrasts within the venue environment and lead a pro-active team at Imago Venues at Loughborough University.



James Lee - Passionate about the hospitality industry, a qualified trainer with the Chartered Institute of Personnel and Development and over 25 years' of "doing it, living it and breathing it" and over 12 years' experience at Maxima Training. If you need business or people support, look no further! A dedicated consultant and trainer to help you achieve your business ambitions.



Stewart Ross - Stewart is currently Director of Commercial and Campus Services at the University of Leeds having been there since 2004, previously he worked at London South Bank University and Royal Holloway University of London. Stewart chairs CUBO, and serves as a director and trustee for a local multi academy trust in Leeds and chairs the company board of the University's large nursery.



Matt Fabyonic - Experienced Business Development Manager in dedicated software solutions. Now working in event management. Skilled in negotiation, Microsoft Excel, customer service, Microsoft Word, and business-to-business. Noted for developing rapport, bringing the best out of people and excelling in challenging situations.



Gemma Savage - Association Sales Manager at ICC Wales with extensive experience of the events industry spanning 20 years', includes organising conferences, training seminars, exhibitions, meetings, corporate team building events, weddings, and residential stays for up to 1,600 guests.



Caroline Cockell - Managing Director and Chartered Marketer, Caroline has a solid background in industry specific sectors including roles with Interstate Europe Hotels and Resorts and National Express. Now running her own Marketing Consultancy, Caroline specialises in a hands-on approach to training.



Janet Bebb - Janet is a specialist Social Media Trainer voted as one of the UK's Top 50 Business Advisers. Having previously worked for Business Link as a Business Adviser and coming from a strong customer service-based background, Janet definitely knows what she's talking about when it comes to business and social media!



Luke Warren - Luke has spent the last 10 years' of his career working closely with the Education sector, he has a wealth of experience in compliance and mission critical software. Luke has managed sales, marketing and account management teams for much of his career and has been able to demonstrate significant growth and improvements through great customer partnerships.

Meet the Directors



Steve Crawford
Chair

Leicester
Conferences



Clare Forster
Vice Chair

University of
Salford



Emma Woodcock

Keele University
Events and
Conferencing



Harry Warner

King's College
London



Sarah Snow

Event Exeter



Jane James

The University of
Manchester Conferences
and Venues



Nick Ackerman

Fire Service College

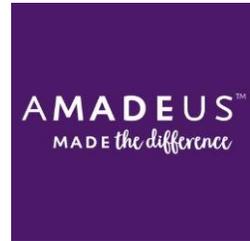
Conference dinner

The conference gala dinner is being held at the Rotunda on Wednesday night, a chance to relax, network and catch up - black tie is optional.

All catering and refreshments for the event have been provided by Amadeus Food.

Our menu

- Confit of free range chicken and Chorizo with a sweet vinegar salad
- (v) Poached pear, caramelized walnut salad oxford blue cheese
- Slow cooked beef brisket, buttered glazed potato, asparagus spears, butternut squash puree served with braising liquor
- (v) Crispy potato pave caramelized parsnip puree, wild mushroom fricassee
- Vanilla bean cheesecake, raspberry tuille and white peach puree



Travel information Unique Venues Birmingham

By road:

When you are travelling to The REP from outside Birmingham, follow signs for the City Centre and then the International Convention Centre. If you are using an online route planner or satellite navigation, The REP's postcode is B1 2EP.

Blue Badge Holders:

Parking for Blue Badge holders is available outside Brindley Drive car park (multi-storey at the back of The REP). Parking for Blue Badge holders is also available on Cambridge Street at the rear of the building, but spaces are extremely limited.

Trains:

The REP is within walking distance of Birmingham's New Street, Snow Hill and Moor Street stations, which are all within one mile of The REP.

Parking:

Q-Park Brindley Place car park is conveniently located just a few minutes away and offers safe and secure parking in addition to a range of services including free umbrella hire, shoe shine machines and more.

Paradise Circus Car Park (Birmingham City Council) on Brindley Drive, B1 2NB. Very competitively priced pay on the day car park, located at the back of the Library of Birmingham and the REP.

Hotel directions

Located on bustling Broad Street, the hotel is within walking distance to the city centre, particularly the National Indoor Arena and Brindley Place for Birmingham canals. The Bullring shopping centre and Birmingham New Street railway station are just a mile away. The [Hampton by Hilton hotel](#) in Birmingham Broad Street is just 20 minutes from Birmingham Airport.

From M6 South or North-West

1. Exit J6 and follow A38M for Birmingham Central.
2. Go under first tunnel (St. Chad's Queensway) then exit A38M and take the route for Great Charles Queensway.
3. Follow ring road take 2nd exit the A456 Kidderminster, follow Broad Street for 300 yards and the hotel is on left hand side. The car park is located on Tennant Street which runs parallel to Broad Street and is at the rear of the hotel. The car park is chargeable.

From M5 South-West

1. Leave M5 at J3 and follow A456 (Hagley Road) towards Birmingham City Centre on A456 (Hagley Road) for 5 miles to the Five Ways Island.
2. Take 2nd exit which leads to Broad Street.