

HOW TO MAKE YOUR NEXT CONFERENCE A BIG HIT

A step-by-step guide





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PLANNING

A few minutes spent planning your event can save hours later on. Write down your requirements in a format that you can easily explain over the phone. On top of basic things like dates, timings and attendee numbers, your plan should include a list of delegate requirements (dietary, room access and AV equipment).

SAVE SPACE, SAVE MONEY

Selecting the right room set up for your event can have a big impact on the rooms available to you and how much your event will cost. Also, knowing the layout in advance can help the venue find the perfect room for you. In most venues, the layout is determined by the size of the room you require, so by using space saving set ups like theatre style you can use up to half of the space of a room set up in cabaret style. This gives a great negotiation point when booking your conference.



The Loughborough University
Sports Hall can seat up to
2000 people theatre style



You can arrange a complimentary show round at any of our venues at your most convenient time

BE REALISTIC ON WHO IS COMING

Being realistic on the number of people attending your event can help to bring costs down. A lot of people tend to book their venue for the highest possible number only to have much fewer people turn up on the day. Typical attendance figures are 10% lower than the highest possible turnouts.

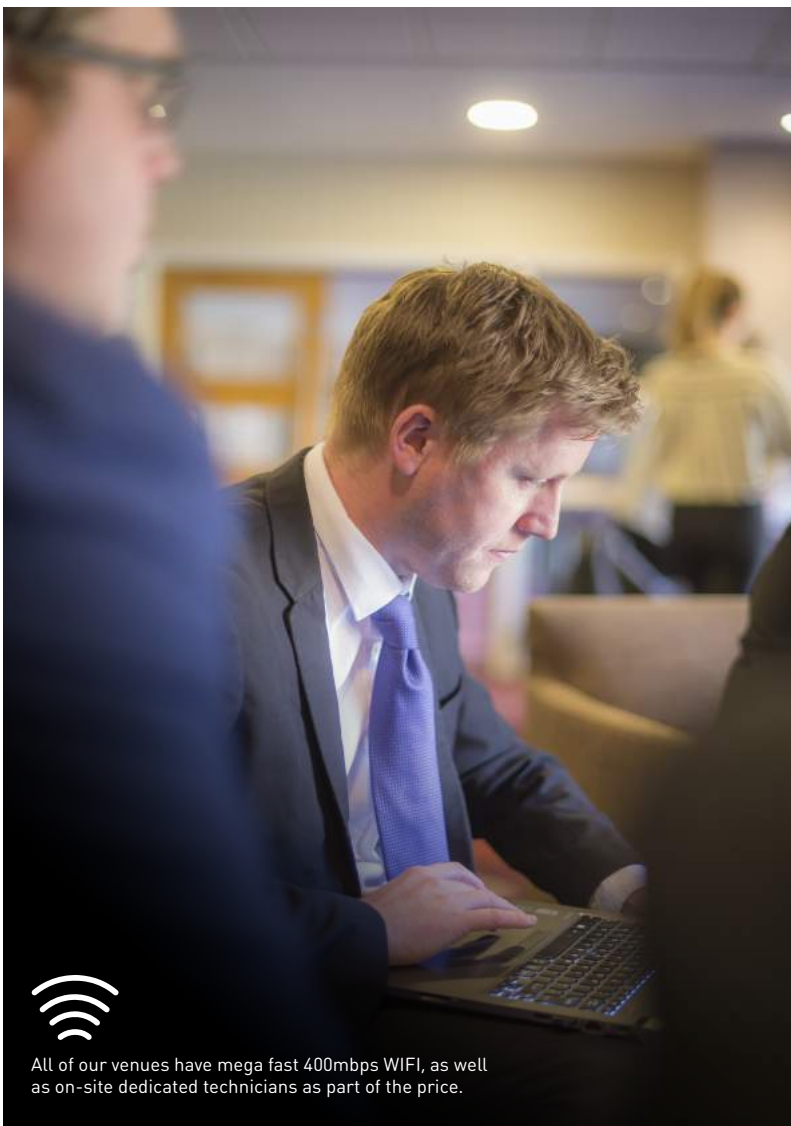
On the other hand, if you find out that extra people will be attending, let the venue know as soon as you can so they can find a more suitable room for you!

BOOK A SHOW ROUND

One of the best pieces of advice we can give is to make sure you arrange a show round and site visit of the venue.

This enables you to get a first-hand experience of what the venue really looks like and has to offer. It also gives you the opportunity to meet the staff and allow them to get a better understanding of your requirements





All of our venues have mega fast 400mbps WIFI, as well as on-site dedicated technicians as part of the price.

THOSE LITTLE EXTRAS GO A LONG WAY

Make sure you check what is included in the packages to avoid hidden charges. Although most venues don't charge for car parking and WIFI, be aware that some venues can charge for these essentials.

Booking an event with a venue which offers a complete package makes things a lot simpler when it comes to paying for your event.

GETTING TECHNICAL

Use the checklist attached to decide what equipment you will need for your event. Let the venue know at the time of placing the enquiry to ensure they can accommodate your specific needs.

Some venues have their own onsite technicians which is an added bonus as they can rectify any technical difficulties that can inevitably arise on the day, keeping you stress free and not worrying about things you need not worry about!





Our venues are just 1 mile from Jn 23 M1, 3 miles from Loughborough mainline station and 8 miles from East Midlands Airport

SPECIAL OFFERS

Before contacting and receiving a quote from the venue, check their website to see if they have any special offers on meetings during the time you're looking to hold your event. Spending a couple of minutes browsing online can save you a significant amount of money on your booking.

LOCATION, LOCATION, LOCATION

Ideally the location of the venue should be in a convenient place which provides good transportation links for everyone attending. A venue which is near a motorway, train station and/or airport enables attendees to easily access the venue, making it a less stressful journey.





According to PR squared, 54% of people will look for recommendations before making a purchase

RECOMMENDATIONS

If you have any doubts about the venue you are booking with, it would be beneficial to collect a number of testimonials and customer endorsements based on the venue itself.

A great top tip is to ask the venue to supply you with any customer feedback they have received within the last year.

SELECT A LESS BUSY DAY OF THE WEEK

In a typical working week, Tuesdays to Thursdays are venues' busiest days so, providing that you are flexible on dates, then booking an event between Friday and Monday would be more cost effective. This will also give you a better chance of getting the best rooms available.

Traditionally, venues tend to have more availability at the weekends which can act as a great negotiating position when booking!



LEAD TIME

Ensure you allow enough lead time to find adequate meeting space for your event, especially if you are planning for a large group.

Bigger groups may need accommodation, transportation and catering which will take more time to plan.

Also look for an appropriate time of the year for workloads of the proposed delegates as well as conflicts with national holidays

ACCESS FOR ALL

In some cases there may be delegates attending your event who may have accessibility requirements. As a result, it's important that the venue is accessible so that all your delegates can move around the venue safely and easily.

A good way to find out is by looking on the venue's website to see if they have accreditations for mobility or accessibility. Or you can go to Visit Britain's Access For All pages to search accredited venues.



Burleigh Court is one of only nine conference venues in the UK which is Mobility 3 accredited



We have been AIM Gold accredited since 2015, which is the meetings industry recognised mark of excellence.

BIG BROTHER

A quick way of getting a greater understanding of what a venue can offer is by checking out their website media. Often venues will have 360 tours of the rooms or interactive floor plans that allow you to get a sense of the room from afar.

AWARDS - AND THE WINNER IS...

You can check to see if the venue has had recent success by looking for any awards they have received. This can help to reassure you that the venue is credible and maintains a high standard of service within the industry.

EVENT MANAGEMENT SERVICE

If you are looking for someone to help you design, create and manage an event from scratch then you should ask the venue if they offer an event management service. The service is always beneficial as a team of experts will guide you through the process from start to finish. Better still, it takes all the stress away from you!





Event checklist - portable equipment

- Whiteboard
- Overhead projector
- Slide projector
- Flipchart and stand
- Permanent markers
- Pads
- TV screen
- Laptop
- Stationery
- DVD player
- PA system with microphones
- CD player/mp3 player



Event checklist - room facilities

- Air conditioning
- Blackout facilities
- Natural daylight
- Staging
- WIFI
- Flexible lighting system
- Hearing loops
- Accessibility





List of all the accessibility awards available through Quality In Tourism

Hearing

H1 - Minimum entry requirement to meet the standard for guests with hearing impairment from mild loss to profoundly deaf

H2 - Best practice requirements to meet the standard for guests with hearing impairment from mild loss to profoundly deaf

Visual

V1 - Minimum requirements to meet the standard for visually impaired guests

V2 - Best practice requirements to meet the standard for visually impaired guests

Mobility

M1 - One step ahead - Typically suitable for a person with sufficient mobility to climb a flight of steps but who would benefit from fixtures and fittings to aid balance

M2 - Typically suitable for a person with restricted walking ability and for those who may need to use a wheelchair some of the time and can negotiate a maximum of three steps

M3 - Assisted M3(a) - Typically suitable for a person who depends on a wheelchair and requires assistance from a carer, and maybe a hoist, when transferring to and from the wheelchair in a seated position

Access Exceptional - Awarded to establishments that meet the requirements of independent wheelchair users or assisted wheelchair users and also fulfil more demanding requirements with reference to the British Standard BS8300



Event plan and timetable template

Task	Completion of task	Who is responsible	Notes
Arrange relevant date for event and requirements			
Research venues			
Contact venues			
Receive proposal - specific requirements, costs etc.			
Show round of venue			
Provisionally book			
Deposit due			
Contract issued			
Confirmation of catering and accommodation			
Mailing dates to delegates attending			
Final Details			
Credit check			
Invoice			



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VENUES



BURLEIGH
COURT



HOLYWELL
PARK



THE LINK
HOTEL



LOUGHBOROUGH
CAMPUS