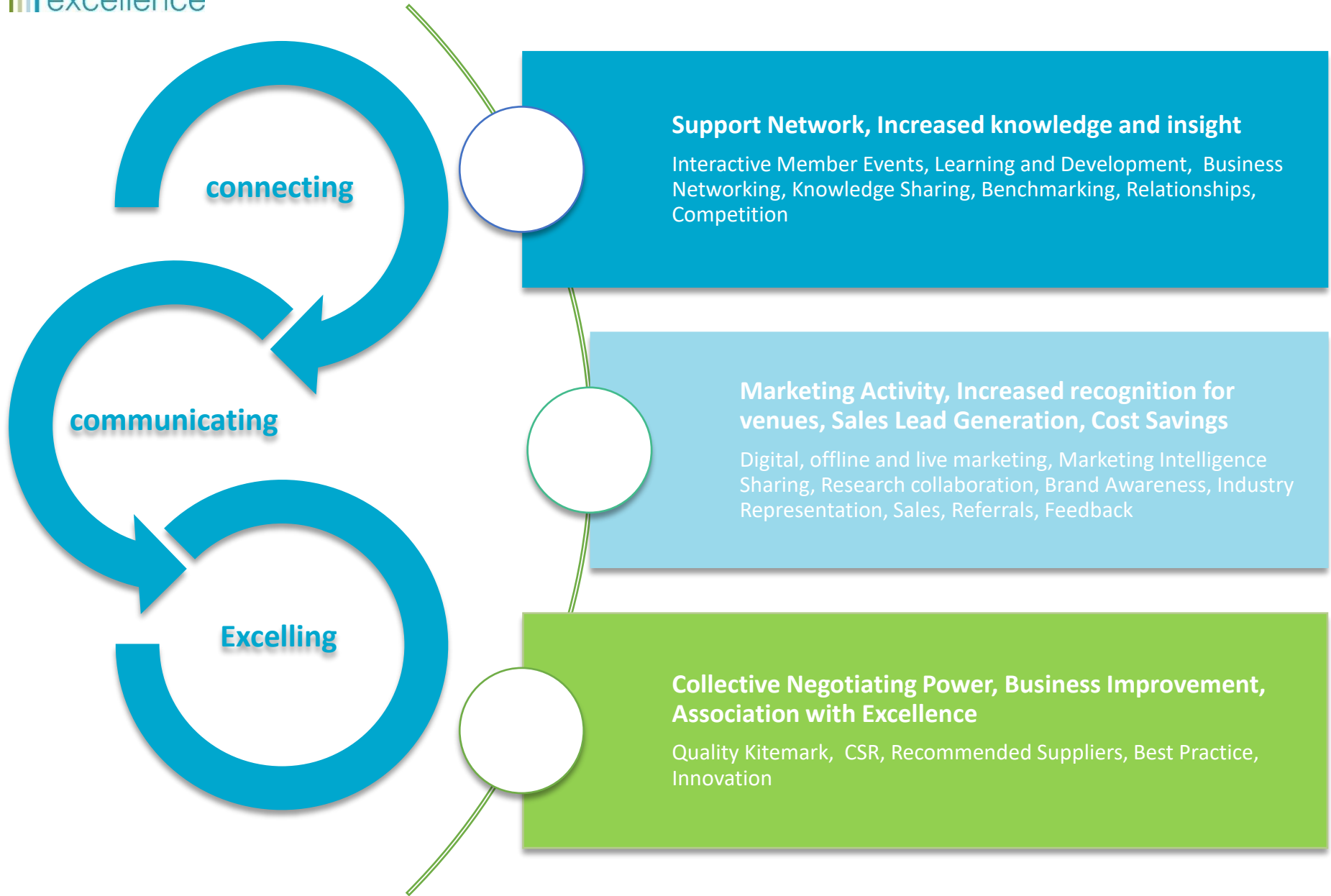




## Membership Prospectus 2020





## Connecting

We enable connections and relationships at all levels throughout our network of venues

### Member events

Keep up to date with latest market trends, network with your peers, and learn from inspirational speakers at our series of member events.

Gain in-depth knowledge and insight into venue services and performance through meetings, study tours and forums, visiting innovative and inspirational venues.

### Benchmarking

Monitor performance against venues within the group network and external venues, on annual study tours visiting innovative and inspirational venues.

### Relationships and Competition

Engage in healthy competition between member venues at the annual Chefs' Challenge competition providing the opportunity to truly demonstrate excellence.

### New Customer and Agency Relationships

Helping you to open new doors and build new partnerships with key corporates and conference agencies, networking with key influencers.

### Supplier Relationships

Venues of Excellence builds relationships with key suppliers to the industry enabling members to benefit from group discounts. When sourcing new suppliers or reviewing current contracts, benchmark your venue with other member venues and gain knowledge from their experiences.



## Communicating

**We deliver marketing activity and share market intelligence to communicate our quality message**

### Marketing Activity

Our in-house marketing resource provides flexible support to enhance your own venue marketing activities and commands greater influence for members as part of a wider group. Our website, digital marketing and social media provide brand awareness raising the profile of your venue enabling you to reach a wider audience through improved SEO rankings. PR and editorial content deliver our commitment to Excellence, differentiating your venue from non-specialist providers. Attendance at exhibitions and events as stand partners increases your profile with a quality consortium whilst providing generous cost savings, enabling more proactive activities from your annual marketing budget.

### National Sales and Lead Referrals

Providing opportunities for your venue to engage with the highly experienced Venues of Excellence national sales team, working as an extension of your own team, helping to open doors to new business contacts, conference agencies and advising on how to distribute to all the key conference/training channels. Regular telesales campaigns to help feed your new business pipeline and advising your team on where to be to get the best results. Maintain contact with your customers looking to book in another region, with referrals through the sales team protecting your customers from external competition and generating a referral commission in the process.

### Market Intelligence

Share and digest market intelligence gathered across the network of venues, providing real-time data for your venue use. Broader industry intelligence and insight is also collated and shared at our regular member events, with specific relevance to the conference and event industry.



## Excelling

**We offer a commitment to quality and innovation, which our members are proud to share and be part of**

### Quality Kitemark

As a member of Venues of Excellence, achieving our quality criteria for service and facilities gives your venue a powerful and direct association with Excellence. Reassure customers with this unique venue positioning within the industry.

### Learning and Development

With bespoke courses for the conference, meetings and training venue to maximise business potential, Venues of Excellence is the natural partner to team up with, employees gain unsurpassed knowledge from our expert trainers and we delivering outstanding value to your training budget.

### Recommended Suppliers

Our collective negotiating power enables us to secure group discounts from experienced specialist industry suppliers. Receive honest feedback and recommendations from our network of venues to find the best suppliers and contacts.

### Corporate Social Responsibility

Our commitment to quality covers many aspects of CSR, including promotion of green credentials and charitable associations for our members. Support and sharing of best practice across the membership network helps make changes, however small, possible for all.

### Best Practice and Innovation

The collective commitment to Excellence throughout the group, and the continual sharing of ideas, innovation and insight allows members to benefit across all areas of the business. Understanding how best practice can improve overall business performance, and being able to investigate the latest innovations as part of a unified group offers valuable support and resource within the hospitality industry.



## GMs and Principals

- Best Practice and Innovation
- Benchmarking
- Industry Trends
- Market Intelligence
- Validation
- Learning and Development
- Group Discounts
- Supplier Recommendations
- Chef's Challenge
- Quarterly Meetings
- Annual Conference

## Marketing Team

- Exhibitions and Events
- Website Venue Page
- Eshot Campaigns
- Digital Marketing
- Social Media
- PR Coverage
- Market Intelligence
- Market Feedback
- Quarterly Meetings
- Quality Kitemark and USP's
- Learning and Development

## Sales Team

- Sales Representation
- Joint Sales Appointments
- Conference Agency Presentations
- Exhibition Stand Share
- Direct Sales
- Telesales Campaigns
- Learning and Development
- Referrals
- Familiarisation Trips
- Market Feedback
- Quarterly Meetings
- Annual Conference

## Operations Team

- Chefs' Challenge
- Networking and Learning Events
- Study Tours
- Industry Trends
- Benchmarking
- Support Network of Peers
- Learning and Development
- Group Discounts
- Supplier Recommendations
- Annual Conference

*The value proposition of our membership gives you so much more than other sales and marketing representation companies, enabling you to split the cost of your membership across your business, confident in the knowledge that all your teams involved with Venues of Excellence will be engaged in quality and the kitemark of Excellence.*



*“The leading collection of exceptional venues  
delivering excellence in conference, training & events”*

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