



Venues of Excellence launch ‘Confidence in Us’

As the UK’s leading collection of exceptional venues delivering *excellence* in conferences, training and events, Venues of Excellence has launched its ‘Confidence in Us’ campaign as a springboard for its venues to share with their clients’ key elements for successful future event planning.

With over 40 venues in the award-winning consortium, Venues of Excellence asked some of their member venues to share the enhanced practices in their venue to support the campaign and regain confidence for face-to-face meetings and events.

There are 6 key elements in the campaign that member venues have committed to underpinning the value of using the Venues of Excellence venue find team to assist your conference and event planning:

We are “easy to work with” and we value your business

“The meetings and events sector has obviously been one of the most affected by the pandemic – it’s pretty difficult to host meetings when it’s illegal to meet! Every business is obviously now in “recovery mode” and have to make delicately balanced decisions around what is right for their business. But we’re in the meetings business and are flying the flag for a return to face-to-face meetings and the Venues of Excellence portfolio are a key part of providing that much needed confidence to bookers. What Venues of Excellence provide is a quality benchmark of purpose-built facilities with huge flexibility to meet the bespoke needs of a booker. But more than that, they are meetings experts who are easy to work with and understand the needs of the booker and appreciate the things that are important to them.”

Emma Chamberlain, Head of Sales & Marketing, Imago Venues

Our venues continue to offer flexibility with their contracts and terms of business

“We can’t wait to welcome our customers back to Wyboston Lakes and we believe that offering flexibility is key. When booking an event or training course, our clients can be confident that we will work closely with them to tailor their packages and terms to reflect their individual needs. This ensures that any specific potential challenges are addressed beforehand so that the organiser can focus on planning their event with complete peace of mind.”

Samantha Martin, Business Development Manager, Wyboston Lakes Resort

Delegate experience and welfare is our priority

“Our clients and staff welfare remain at the heart of our business, so we have continued with the cleaning, hand sanitisation and Perspex screens, and are still encouraging guests to wear masks in shared public spaces. We have purchased outdoor meeting pods that will be available to book for small meetings and have launched two walking trails; Rothamsted Science Walking Trail and Rothamsted Heritage Walking Trail, enabling guests to walk around our 800-acre estate. This helps us to promote overall delegate wellbeing by getting back to nature.

To meet the needs of the varying levels of COVID requirements we will allow the customer to decide which approach to take for their business. Meeting rooms can still be requested at normal capacity or with social distancing measures in place. Rothamsted have revised menus in place to continue to promote healthy eating, including a number of vegan and veggie options, tasty, healthy salads, freshly prepared and sustainably sourced, which can be served in individual boxes for smaller events. We have also introduced a colour-coded sticker ‘system’ for guests to highlight to others whether they still wish to respect social distancing and avoid awkward handshake moments. Finally, we have video conferencing as one hybrid online model for delegates to opt to use. Alternatively, we are working with our preferred AV suppliers to offer hybrid events. With this variety we hope we can meet the wide range of customer needs and provide an excellent customer experience.”

Nicole Sadd, CEO of Rothamsted Enterprises

Our venues work within Covid-19 Government guidelines to deliver safe events

“Whittlebury Park has launched its SafeStay initiative so that the reassurance needed can be given to its valued team members, guests and supplier partners. SafeStay incorporates the most recent guidance from the UK government and the advice and direction from our retained Environmental Health consultants. Above all, health, safety and security remain our paramount objective, and we are confident that Whittlebury Park have implemented the measures needed so that we can safely open our doors to everyone once again.”

Marc Webster, Commercial Director, Whittlebury Park

Hybrid event options can easily be combined with face-to-face events

“Unique Venues Birmingham represents two iconic venues The REP and Library of Birmingham. It was a natural decision for UVB working alongside The REP technical team to look at how we could maximise the theatre AV technology to deliver hybrid event options throughout the pandemic.

We have seen a significant increase in clients looking to discuss hybrid event packages, however we are also seeing and managing those looking for a combined hybrid/face to face event solution. This gives conference and event planners the advantage to target a wider geographical audience and achieve increased delegate numbers.

Within our venues we can offer bespoke solutions as clients have very different requirements and aspirations to deliver their events. Our onsite AV team support our clients throughout the preplanning, set up and delivery, increasing their confidence in this relatively new concept for conference and events. We can achieve fabulous backdrops to any virtual conference and event with a theatrical spin, giving our clients a ‘win win’ business solution.”

Suzanna Reid Barreiro da Silva, Commercial Director, Unique Venues Birmingham

Venues of Excellence offer a professional and experienced venue finding service to guide and help our customers and agency partners

“Our professional venue find team have over 30 years’ experience in conference and event planning. The team have worked closely with our member venues to ensure they have the knowledge and expertise to give customers the most up to date information on how they will deliver events safely and at the highest level. From your initial enquiry, we will source venues which are the best suited to host your event and ensure we provide all you need for your delegates to give them confidence to return to face to face events, always putting your needs first.”

Mandy Jennings, CEO, Venues of Excellence



To speak to a member of our Venue Find Team to help you start planning your next event, call 0345 230 1414 or email info@venuesofexcellence.co.uk

www.venuesofexcellence.co.uk