



Press release 10 July 2008

The Summer Eventia Attracts Record Attendance

The Summer Eventia, one of the events industry's foremost annual events staged by the trade body Eventia, was held at The Lowry Hotel, Manchester from 6-8 July 2008. A record 250 delegates, speakers, media representatives and sponsors participated in the event, some 14 per cent more than for the 2007 conference. Feedback from participants has been universally positive, encapsulated in the comments of Tina Morris, Managing Partner of event agency AddingValue: "What a great conference: really informative, educational and professional".

The conference topics covered a wide range of the key issues and trends facing the events sector, from an overview of the global economic situation to developments in events education university programmes, from the latest trends in experiential marketing and corporate spend on events to pleas for the establishment of a common commercial methodology for pricing event agency services. Parallel workshop sessions ranged over regulatory issues, CSR, health and safety, technology, procurement, client/agency relationships, the provision of destination services, and meeting business objectives through staging effective events.

Members of the National Tourist Office collaboration 'Where The World Is Your Oyster' were able to promote their countries' attractions through a series of one-to-one appointments with hosted buyers on the first day of the conference.

On a more light-hearted note, a version of the popular TV programme 'Room 101' was staged, with leading events industry personalities sharing their pet hates with the conference. Such hates included misleading budget airline pricing, email 'trails', fam. trip last-minute no shows, over-hyped 'green' credentials, and the serving of warm white wine!

Many of the conference participants travelled to Manchester onboard a specially chartered private train, minimising the event's carbon emissions while, at the same time, providing excellent pre- and post-conference networking opportunities.

Patrick Collins of event agency Universal CIT took on the mantle of Eventia Chair at the conference. He said: "The Summer Eventia confirmed for me that we have a huge amount of talent in the events sector. We must make sure that we deliver fantastic events through the recession facing us over the next two years. I am also really keen to see us move forward in developing a properly structured and agreed pricing model, and I want Eventia to take the lead on this for the benefit of the whole industry."

Eventia's Executive Director, Izania Downie, commented: "I'm absolutely delighted with the feedback we've received on this year's event. We've built on the success of last year's conference and taken the whole programme up a level. I do believe that delegates were energised and inspired by the programme content and by their interaction with other attendees. I'm sure they will have picked up lots of invaluable information and ideas to apply in their own work situations."

The full event programme can be viewed at www.eventia.org.uk. Images from The Summer Eventia, and further information on the conference, are available from:

Tracy Johnson
Eventia
+44 (0)121 212 1400
Tracy.johnson@eventia.org.uk

Ends

Notes to editors:

Eventia is the trade body representing organisations that provide business solutions through the use of events. It's the hub for conference and incentive travel organisers, live communications agencies, producers of experiential marketing activity, performance improvement programmes and corporate hospitality – as well as suppliers of services to these event management companies.