

Academic venue member case study: Warwick Conferences

Warwick Conferences is a conference, meeting and events business, based at the University of Warwick.

Education

Justine Meek, Agency Relationship Manager at Warwick Conferences, explains:

“Warwick Conferences have been HBAA members for over ten years and it has provided us with a unique opportunity to create awareness of our venues.

“Being part of a University means that customers’ perceptions are based on their impressions of University facilities, student halls and bedrooms. We want to showcase that Warwick offers so much more.

“We pride ourselves on understanding that conference, training and meeting needs are not served by off the shelf, packaged solutions. Since one size doesn’t fit all, we have multiple distraction free venues which uses the diverse places and spaces in and around the University of Warwick.”

Academic Advantage

“Membership has helped us to promote our facilities by attending the different events, I am also on the membership committee for the HBAA and this has heightened not only Warwick Conferences profile but also my own within the industry. We were fortunate to host both the Agency Engagement and the Members Meetings in March 2018. This enabled us to showcase our facilities to both agents and other suppliers and we received excellent feedback.

“Although Warwick Conferences are linked to the University and we have our academic venues available during vacation time, the venue also has all year-round facilities that are similar to hotels. Being an HBAA members allows us to highlight the great learning environments available for conferences and events, as we are able to leverage the resources of the University departments.”

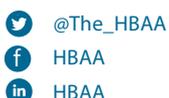
Industry Network

“HBAA events are extremely useful, I have attended them all for the past six years along with colleagues and they have certainly expanded my network within the industry. Venue members learn a lot from attending these events, from not only talking to agents but also other suppliers.

“HBAA is a professional and well organised association that has supported Warwick Conferences over the years.”



We’d love to hear your thoughts on this or any of our events, so please share via any of the below channels:



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