

Small agency group member case study: Brief2Event

Brief2Event is an agency team of nine with over 50 years' experience as event organisers, providing 'turn key' solutions for corporate hotel bookings and venue finding services.

We asked them on their thoughts on the value of being a HBAA member and what this means to their business.

Small but mighty

Explaining the importance of HBAA membership for independent agencies, Guy Mason, Director at Brief2Event, says:

"If smaller companies don't stand up for themselves, client choice of supplier will become more homogenised, less knowledgeable - the HBAA helps to get that message across.

"Finding value in association membership has allowed Brief2Event to raise brand awareness for venues, network with competitors and create compelling arguments as to why agents should be paid in commission for events booked, rather receive a flat fee. It has also provided the opportunity to influence venues to comply on problematic situations.



Events for meetings and meetings for events

Describing the benefits of HBAA hosted events, Guy continues:

"The HBAA Annual Forum, Dinner and Members Meetings are essential for expanding professional knowledge, networking with fellow professionals and spending time with peers in a relaxed setting. A motivating event highlight is when new start-ups share their stories, and its membership training courses can be more applicable than other skills courses.

"Additionally, the HBAA Code of Practice is particularly helpful in setting an industry standard and allowing all parties to understand respective positions when doing business.

Essential part of doing business

Summing up why a small events agency should join the HBAA, Guy concludes:

"The HBAA has had my back on several occasions and the networking opportunities it provides is an essential part of doing business now and in the future."

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

