

The Meetings Show and HBAA Strategic Partnership

Introduction

Since The Meetings Show first launched five years ago, the primary focus has been the creation of a meeting place and market place that sits at the heart of the meetings, incentives, conferences and events industry.

Without the support of key associations, particularly the HBAA, this would simply be unachievable.

Mutually beneficial

The partnership includes several practical elements and benefits that demonstrate the close working relationship between the HBAA and The Meetings Show.

First and foremost, the HBAA has a dedicated stand at the show, alongside members showcasing their products and services.

New for 2017 will be the HBAA Hangout Area, which is essentially a private space for HBAA members to relax, conduct meetings and do business away from the show floor.

Through this ongoing partnership, The Meetings Show gains credibility with access to many of the UK's leading agencies as well as significant opportunities for knowledge sharing and insight through relationships developed with both the HBAA team and the wider membership.

The Meetings Show also benefits from significant input from the HBAA on its education programme, which this year includes a dedicated agency day on Thursday 15th June, created and curated in partnership with the association.

Juliet Price and Louise Goalen also represent the HBAA on the events Advisory Board, which meets several times a year to help to develop the show and to ensure it is continuously addressing the needs of the industry.



Results

The partnership has gone from strength to strength over the years and demonstrates just how important and successful such relationships can be. The HBAA was one of the first associations to engage with The Meetings Show and that support has increased year on year.

Steve Knight, Event Director of The Meetings Show explains: "The HBAA's own show stand has more than doubled in size for 2017, whilst the Hangout Area shows how we can creatively work with partners to develop new concepts that bring people together in an environment designed to maximise networking and focused business activity."

Steve continues "The launch of the agency day this year demonstrates once again the HBAA's creative and supportive approach to the show and we are delighted to be continuing to work so closely with them."

"The Meetings Show is a key event in the industry calendar and we are very proud of our continuing partnership.

We look forward to exhibiting there, along with our members, for many years to come."

Juliet Price, Consultant Executive Director of the HBAA

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

