How Competitive Venues Make Destinations Competitive

Anthony Hyde
General Manager
Barbican Business Events

barbican

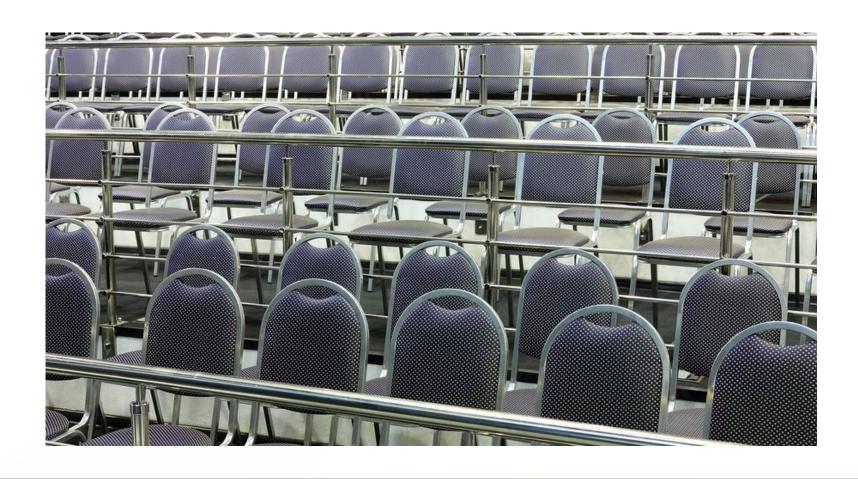
Our Industry Has Changed



Our Industry Has Changed



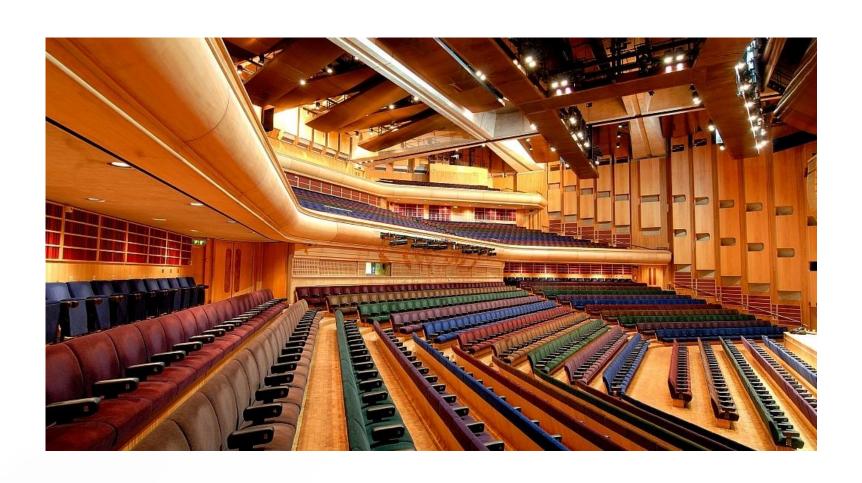
Our Industry Has Changed



Europe's Largest Combined Arts & Conference Centre



Home To The London Symphony Orchestra



One Of The Largest Event Spaces In London



Over 800 Events A Year



Business Events Up to 2000



Over 35 Meeting & Event Spaces



The Challenge

Declining markets and funding cuts

Needed to change the way we worked

Goal: increase revenue over four years

Three Key Principles

1. Adapt and Embrace Change

2. Build on Your Strengths

3. Collaborate for Success

Three Key Principles

1. Adapt and Embrace Change

2. Build on Your Strengths

3. Collaborate for Success

Clarify Your Vision



Know How It Fits Together



Be Flexible



Keep Innovating



FROM THE MEETOLOGY* GROUP RESEARCH LIBRARY:

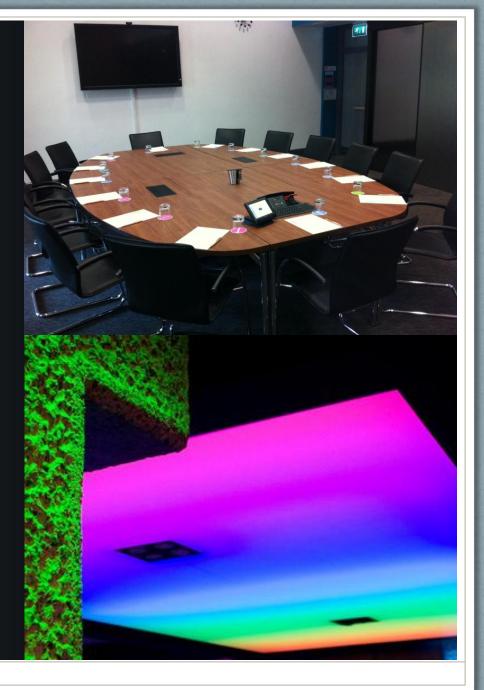
WAYS TO IMPROVE YOUR MEETINGS

A practical guide packed with interesting, unusual and fascinating tips from the world of psychology, behavioural science and human performance.

BROUGHT TO YOU BY:



www.meetology.com



Three Key Principles

1. Adapt and Embrace Change

2. Build on Your Strengths

3. Collaborate for Success

Understand Your Clients



Offer a Total Event Solution



Identify New Markets





Three Key Principles

1. Adapt and Embrace Change

2. Build on Your Strengths

3. Collaborate for Success

Form Strong Partnerships



Keep Your Competitors Close











SEARCH

ABOUT US LONDON VENUES VENUE SEARCH VENUE MAP NEWS OFFERS PARTNERS CONTACT US

A selection of the finest venues in the historic heart of London

From hotels to conference centres. the City has truly awe-inspiring number of purpose built and unique venues to suit any type of event.

The only consortium to demand AIM accreditation of all its members, the London City Selection guarantees a level of quality and professionalism across all its spaces.

Read more



LSO St Luke's

LSO St Luke's is

Read more



Let our experts find you the perfect venue

Can't choose a venue for your event or simply don't have the time? Send us

@CitySelection on Twitter

#venue of the week

#holidayinnexpresslondoncity can offer a temporary office for 1 to 80 for a networking reception http://t.co/MsJ31jpiCl

4 hours ago

RT @MiddleTemple1: Clients have just arrived for a tasting in our Queen's Room and have compared it to #DowntonAbbey dining! Just as nice w...

4 hours ago

More from @CitySelection

Venue quick search

PLEASE SELECT

Or narrow your search based on your event style and capacity.

TYPE OF EVENT

CAPACITY

Try our advanced search option.

LONDON CITY VENUE TYPE

AWARDS CEREMONY VENUES - BANQUET VENUES - BIRTHDAY PARTY VENUES -CHRISTMAS PARTY VENUES - CONFERENCE VENUES - DINNER VENUES - DINNER DANCE VENUES - EXHIBITION VENUES - FASHION SHOW VENUES - LUNCH VENUES - MEETING VENUES - PRODUCT LAUNCH VENUES - RECEPTION VENUES - WEDDING VENUES -WORKSHOP/TRAINING VENUES -

SUPPORTED BY









D GO

Leave a Lasting Legacy



Three Key Principles

1. Adapt and Embrace Change

2. Build on Your Strengths

3. Collaborate for Success

Grab The Opportunity





Anthony Hyde

anthony.hyde@barbican.org.uk