

# How Competitive Venues Make Destinations Competitive

Anthony Hyde  
General Manager  
Barbican Business Events



# Our Industry Has Changed



# Our Industry Has Changed

**BUDGET**





# 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:

# 20 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:



**the meetology® group**  
exploring the science behind effective meetings

[www.meetology.com](http://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





# LONDON CITY SELECTION

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](#)



### @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](#)

### Feature venue

## 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 your enquiry.

### Venue quick search

PLEASE SELECT

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

TYPE OF EVENT

CAPACITY [GO](#)

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



# Leave a Lasting Legacy



# Three Key Principles

---

1. Adapt and Embrace Change
2. Build on Your Strengths
3. Collaborate for Success



# Grab The Opportunity



**Hvala Vam**



**Anthony Hyde**

**[anthony.hyde@barbican.org.uk](mailto:anthony.hyde@barbican.org.uk)**