

**BUSINESS TOURISM PARTNERSHIP**  
**MEET LEICESTER & LEICESTERSHIRE**

# MEET LEICESTER & LEICESTERSHIRE

The Leicester & Leicestershire Business Tourism Service is a brand new service set up as a public private sector partnership between Leicester City Council, Leicestershire County Council and all conference, meetings and event venues in the area. All venues, with conference and meeting capacity and/or with bedrooms, have the opportunity to become a member of Meet Leicester & Leicestershire. All members will benefit from additional co-ordination and promotion of the area, of the venues, attractions and suppliers to the meetings and conference sector.

## **The role of Meet Leicester & Leicestershire**

The main role is to raise the profile of Leicester and Leicestershire as a conference destination and increase the volume and value of business tourism into the area. Meet Leicester & Leicestershire delivers Business Tourism development as part of the City and County Place Marketing Team.

The service is run by a highly experienced Business Tourism Manager and a full time member of staff who will run the Meet Leicester enquiry service. The team are an integral part of the Place Marketing Team.

## **Sales and Marketing Campaign**

An active sales and marketing plan will be implemented to raise awareness of the City and County and our services. We will provide destination support information for bid documents, provide help for organisers and signpost enquiries to the relevant organisations. To be a central point of contact for all member venues and the partnership.

What are the benefits you will receive?

# BENEFITS OF MEMBERSHIP

**By agreeing to join the Business Tourism Partnership you will receive the following benefits.**

- Boost your profile through Meet Leicester and Leicestershire.
- Website - profile your venue on [www.meetleicester.co.uk](http://www.meetleicester.co.uk) with all details, up to 10 photographs of your venue, 200 words of text, email, web and social media links including appropriate videos. All conference capacities of each meeting room will be included on the entry.
- Enquiry form on [www.meetleicester.co.uk](http://www.meetleicester.co.uk) to be distributed through the appropriate member venues when completed by interested conference organisers. Only members will receive enquiries.
- A full time member of staff will run the enquiry service and distribute enquiries through member venues.
- Generate additional enquiries and business from national and regional conference organisers.
- Central point of contact for conference organisers and planners. To help and support with conference bids and destination proposals.
- Representation at national exhibitions including for 2020 The Meetings Show at Olympia, London and CHS in Birmingham.
- Links to other relevant sites – Visit Britain, Visit England, Visit Leicester.
- Inclusion in advertising, direct mail and PR campaigns.
- Enewsletter campaigns - get your information/news out.
- Social media campaigns – Twitter, LinkedIn.
- Attend Meet Leicester marketing and development meetings, conference co-ordinator workshops, training and networking.
- Access to market research, information gathering through VisitBritain and Visit England.
- Access to Meet Leicester's Extranet system to receive partner bulletins and to converse with other members.
- Supporting benchmarking and best practice through the partnership.
- MIA membership representation and information sharing.
- Business support and Training.
- Feedback, information and advice on developments.

Meet Leicester & Leicestershire



MeetLeicester

# THE ENQUIRY FINDING SERVICE

**This is a free and impartial service provided to conference and meeting organisers. Meet Leicester and Leicestershire promotes this service and the destination to its target markets.**

## **How does it work?**

- When we receive an enquiry by phone, email or the website, details of the event are inputted, recorded and circulated through the bespoke CRM enquiry system around to all venues who can complete the enquiry.
- Only members will receive the enquiry and the venue will only receive it if they have the capacity.
- Venues will respond and the system collates the responses and puts them into a personal bid document, a proposal from the destination which is forwarded to the conference organiser.
- We will follow up the initial proposal and chase the client at regular and relevant intervals, depending upon event and decision timings to check the progress of the enquiry. This information will be available to members.
- Once a booking has been placed Meet Leicester will provide the introduction, details of the conference organiser to the winning venue for the venue to liaise direct with the client.
- If a booking has been placed elsewhere we will always follow up to establish reasons why. These will be recorded on the system.



# MEMBERSHIP

**Due to this year's extraordinary circumstances with Covid-19, the initial membership fee will be waived and your entry on the website will be FREE OF CHARGE.**

It is expected that the full membership fee will resume in April 2021 and this will consist of a 2 year membership, the fee to be paid annually. The indicative rates can be found in the table. The annual membership rates, to commence from April 2021, are determined by capacity of the venue and calculated as the largest room available in theatre style layout and the maximum number of bedrooms. Please see membership rate table overleaf for more information.

Please note: The venue is only signing up to receive the membership benefits and be included on the Meet Leicester website from September 2020 to April 2021. A new form with confirmed membership rates and details will be forwarded for the new membership year which will begin in April 2021.

## **Support Service Membership rate**

Available only to conference service providers eg. transport, corporate hospitality companies, AV companies, teambuilding, catering etc.

## **The Code of Practice**

Meet Leicester adheres to a Code of Practice which confirms that no client details are available to the member venues until the client has placed a provisional booking or requested a site visit.

## **Summary of Terms and Conditions**

- Membership will be FREE OF CHARGE until March 31st 2021.
- Indicative membership rates for 2021 and 2022 are detailed the enclosed information overleaf.
- Only members who have included their information on the website will receive enquiries through the Business Tourism Service. The service will handle enquiries generated by the service until a booking has been confirmed. After that time the booking will be passed to the venue concerned to liaise directly with the client.
- Only members will be able to have access to the Meet Leicester extranet and be able to have the venue information included on the MeetLeicester website.
- Members will be invited to attend meetings and workshops.



# INDICATIVE RATES FOR 2021 AND 2022

All rates are subject to VAT at 20%

Membership rates to be paid annually from April 2021 and April 2022. These are indicative rates only at this stage to allow venues to plan their financial budgets for the next couple of years. A revised and confirmed membership plan will be sent out in February 2021.

Becoming a member includes entry on the website [www.meetleicester.co.uk](http://www.meetleicester.co.uk). Full member venues will receive all member benefits as listed and will be included within suitable enquiries generated through the Venue Finding Service.

RESIDENTIAL VENUES		
BEDROOMS	THEATRE STYLE CAPACITY	MEMBERSHIP RATE PER YEAR
Over 150	Over 400	£1000
100-150	250-400	£850
50-100	Up to 250	£500
50	Small conference capacity	£250
Bedrooms only	No conference capacity	£250

NON RESIDENTIAL VENUES	
THEATRE STYLE CAPACITY	MEMBERSHIP RATE PER YEAR
Over 300	£500
100-300	£350
Less than 100	£250
Suppliers to the events industry	£150

# CONTACT

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