

■ ■ ■ AVS ANNUAL CONFERENCE 2021 ■ ■ ■

# HAPPY TO BE BACK TOGETHER

## CONFERENCE PROGRAMME

7TH - 8TH DECEMBER 2021

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KEELE HALL, KEELE UNIVERSITY  
EVENTS AND CONFERENCING

**Academic  
Venue Solutions**

Connecting event organisers with exceptional spaces



# EVENT PROGRAMME

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The Academic Venue Solutions Annual Conference 2021 will take place on 7th and 8th December 2021 at Keele Hall.

## TUESDAY 7TH DECEMBER 2021

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**09.30 - 10.00**

Registration.

**10.00 - 10.15**

Welcome: Clare Forster, Chair of Academic Venue Solutions.

**10.15 - 10.45**

Plenary 1 - 'The Keele difference.'

Speakers: Emma Woodcock and Claire Snape.

**10.45 - 11.45**

Workshop 1: 'All you need to know about summer schools and what's next' Summer School Panel Session chaired by Harry Warner, Head of Conference Sales & Marketing, King's College London.

Panellists:

- Tregarran Percival, Sales and Marketing Director, UKLC.
- Helen Earwaker, Sales and Marketing Manager, Royal Holloway University of London.
- Jimmy Hordon, Director, Target English International.

**11.45 - 12.15**

Refreshment Break.

**12.15 - 13.15**

Workshop 2: 'Don't leave money on the table'. How to increase revenue and grow your market share when 'time poor' with limited resources. The keys to success – best practice on [venuedirectory.com](https://www.venuedirectory.com). This session discusses how small changes can make a big difference! Understand what the agent sees. Why upgrade? Understand Venue Directory's reach and distribution network for venues who currently have a basic listing, but need exposure and how buying patterns are changing. Including a Q & A session.

Facilitated by: Graham Bintcliffe, Head of Sales, Venue Directory

**13.15 - 14.15**

Lunch - sponsored by Delegate Connect.

**14.15 - 15.15**

Plenary 2 - 'Sustainability at Keele.'

Speaker: Professor Zoe Robinson.

**15.15 - 15.30**

Refreshment Break.

**15.30 - 16.30**

Plenary 3 - 'Why rowing across the Pacific Ocean taught me to believe in myself.' Ocean Sheroes, a 4 woman team completed the challenge to row unsupported across the Pacific Ocean in June earlier this year. Dubbed as one of the World's toughest challenges, the team completed the race in record time, breaking both the previous men's and women's world records. In an 8.5m x 1.5m boat, the team rowed 2 hours on, 2 hours off 24/7. Battling big weather, fatigue and seasickness and preparing for this challenge during a global pandemic, Ocean Sheroes Purusha Gordon will share stories, reflections and learnings from their time at sea. Purusha, Mum of two, aged 43 believes any challenge in life starts with 'Being Brave and Saying Yes' and how breaking through the fear and having a positive mindset can lead to a remarkable change in life.

Speaker: Purusha Gordon, Ocean Sheroes.

**16.30 - 16.45**

AGM: Details of new appointed Directors and resolutions announced.

**19.00**

Pre dinner drinks reception - sponsored by Turbo PMS.

**19.00 - late**

Conference dinner and networking - sponsored by Kinetic.



# WEDNESDAY 8TH DECEMBER 2021

**08.30 - 9.00**

Registration.

**09.00 - 10.00**

Plenary 4: The world hasn't served up much enjoyment in the last 18 months, but this is not an excuse to forget our own value. YOU are some of the most adaptable and versatile people at your university, this session will help you recapture your value and will provide meaningful evidence to help you take on the world!

Speaker: Luke Warren, Kinetic.

**10.00 - 11.00**

Workshop 3: 'The Green Tidal Wave'. Sustainability trends and what it means for the events scene.

With climate change hitting the headlines almost every day the green agenda is top of mind for companies, consumers and meeting organisers alike. In this workshop session we examine the sustainability trends and what it means for the events scene. It's important to be 'in the know' and to understand where the opportunities are. A discussion around how you can adapt and market your venue to both help the planet and attract extra business through gaining a competitive advantage. The aim of this session is that you gain insightful knowledge and to have takeaway actions to help you plan successfully.

Facilitated by: Andrew Perolls, CEO, Greengage Solutions.

**11.00 - 11.15**

Refreshment Break.

**11.15 - 12.15**

Workshop 4: 'Utilising your Sports facilities to raise your profile and generate extra income'.

In this session we will learn from two institutions in the West Midlands that have capitalised on their sporting excellence to support the Commonwealth Games in 2022. You will learn about stakeholder management, what to expect from the legacy of such an event, how to manage disruption to 'business as usual' and how to be firm over the use of your facilities! This session will also cover how to collaborate with your sports department and how to utilise expertise in both areas. We will also be looking at modern ways of using your assets with growing innovation around e-sports.

Facilitated by:

- Sally Badham, Head of Commercial and Account Management, University of Birmingham
- Gail Tomlinson-Short, Head of Business Development, Warwick Conferences





### 12.30 - 13.30

Plenary 5 - 'The Art of Being Brilliant'. Plot spoiler: the world has moved on and so must our thinking and behaviours.

This session is absolutely not about challenging you to up your game or work harder, it's about nudging you to remember who you are at your best. That's not only good for you, it creates positive ripples that impact on your family, your team and your customers.

The Art of Being Brilliant takes you on a journey from mental health to mental wealth. Based on the science of positive psychology, this session is evidence-based but with the big words surgically removed and replaced with common sense, do-able principles and great fun.

The challenge is quite straight-forward; it's about raising your 'new normal' to world class.

Speaker: Dr Andy Cope, Wellbeing expert, author and 'recovering academic'.

### 13.30

Close Conference.

### 13.45 - 14.15

Lunch.

## SPONSORS & EXHIBITORS

We would like to thank all our sponsors and exhibitors for their support of the 2021 Academic Venue Solutions Conference.

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*Let's Accelerate.* 



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