



**LIVERPOOL**  
CONVENTION  
BUREAU

PARTNERSHIP

**LIVERPOOL IS MAKING INCREDIBLE HAPPEN**

# Global

**A city region visited and seen around the world by a community of billions.**

We're a region of stories, where the pavements crackle with energy and creativity comes as standard. We're world renowned with millions upon millions of visitors annually, supporting a visitor economy worth in excess of £6.2 billion.

The City Region continues to develop as a major growth sector, bringing both economic benefits and reputational advantage.

Over the next 12 months, the spotlight will once again be on the city region with events such as Liverpool Pride, Comic Con Liverpool, River of Light and the Randox Grand National Festival to name a few highlights.

Liverpool's year as European Capital of Culture 2008 kick started a cultural renaissance, which continues to this day. From the Royal de Luxe Giants attracting 1.3million visitors and Cunard's 'Three Queens' 175th anniversary celebration, through to hosting the most successful Eurovision Song Contest to date, we make captivating audiences from across the world the norm.



# Liverpool Convention Bureau Partnership

Liverpool City Region's conferencing and events offer has been transformed in recent years, and there is huge potential to develop further.

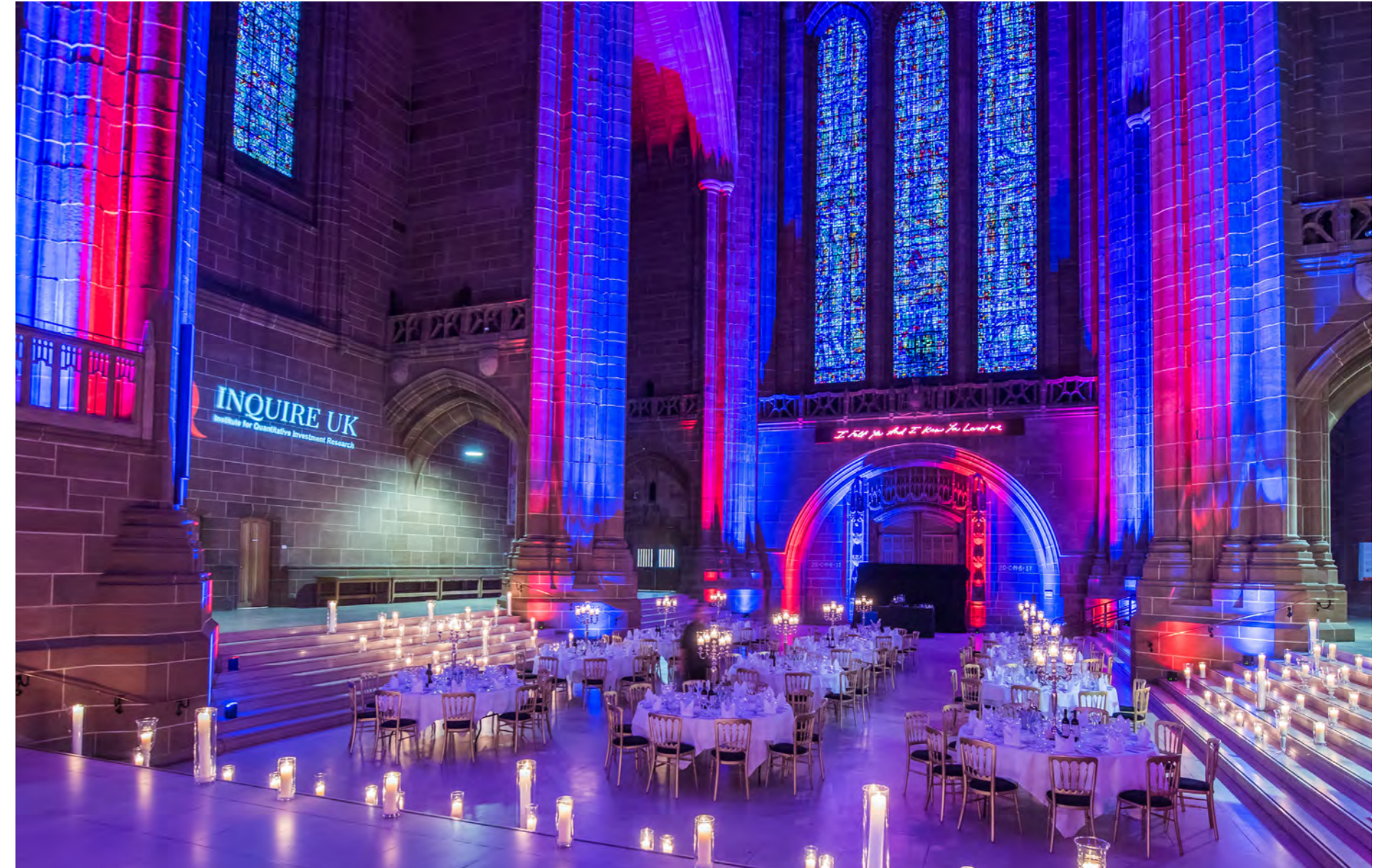
The sector plays a vital role in the destination's economy so growing the Liverpool Convention Bureau partnership is a key priority. With over 100 partners already on board, the more partners we have engaged, the more we can make the region a destination of choice for conference and event buyers and organisers.

Liverpool has a reputation as an international destination for high-profile conferences and events thanks to a number of factors including our quality facilities and services and local connectivity through our network of airports, major roads, rail and sea routes.

Liverpool Convention Bureau works with organisers to bring conferences and events to Liverpool City Region.

Convention Bureau partnership is open not only to conference specific venues but also to accommodation providers and suppliers such as transport providers, visitor attractions, caterers, bars, restaurants and professional conference organisers. We hope you see the value in engaging.

Liverpool Convention Bureau partnership is supplementary subscription, to add additionality to enhance your VisitLiverpool partnership.



# Partnership Features

## Accommodation & Venue Finding Service

The LCB team operates a free venue finding and accommodation booking service for conference organisers. Business is placed with our partner venues' in return for a commission fee (minimum 10%).

## Networking

Partners can be invited to workshops and updates on current and future LCB activities.

## Online Profile

Partners receive a listing on the official Convention Bureau website in the relevant section relating to their business.

## Press and PR Opportunities

LCB has an active PR team and partners are encouraged to submit news and case studies for potential inclusion in destination features and press releases. Images of Liverpool City Region are available for use in your own media activity.

## Exhibitions

Partners have the opportunity to get involved, from 'stand sharing' to brochure distribution at a range of national and international trade shows (additional fee).

## Familiarisation Visits

The opportunity to participate in Press and Trade visits relating to Business Tourism to the region.

## Business Support

The Team provides advice and support on improving your business performance and potential subsidised workshops at preferential partners' rates.

## Publications

Partners can buy into the annual award-winning Event Planners Guide (additional fee).

## Social Programmes and Guided Tours

LCB can arrange a variety of social programmes, guided tours and itineraries for conferences - subject to client request.



# What do our Partners think?



## 88% OF PARTNERS

are 'Happy' or 'Very Happy' with their Liverpool Convention Bureau partnership.



## 4 OUT OF 5 PARTNERS

rate Liverpool Convention Bureau as 'Good' or 'Excellent' value for money.

## What's valued by our partners

"Feeling involved in all enquiries coming into the city"

"LCB has such a great team, very supportive and always available"

"We have great communication with LCB throughout the whole year, we are always invited to everything and kept well informed".

"Always willing to make introductions to new clients. The team work really hard".

## Why being in LCB partnership is important

"Essential to have a city representative to compete globally and nationally"

"Helps us to promote Liverpool as a MICE destination"

"It helps us be more visible and have more visibility of events"

"It opens up opportunities for the new business"

"They reach clients that we can't right now and increase our exposure a lot"

## What our partners say we do we do well

"Directing and matching clients to the right venues and suppliers for the best outcomes"

"Ensure the city is represented at key exhibitions and helps ensure the city wins business to fill hotel rooms".

"Strong destination branding, strong bid support and destination promotion good at aligning events with Liverpool's sector strengths"

# Client Testimonials

“Liverpool Convention Bureau played a huge part in making our conference a success. The team made planning our conference so much easier by utilising their local knowledge and bureau services such as accommodation booking, finding venues for social events, and organising walking tours, allowing us more time to develop our conference programme itself and promote attendance. Liverpool Convention Bureau’s early involvement in the concept of coming to Liverpool to the final planning and delivery was the key to the perfect partnership between event organiser and convention bureau. The enthusiasm the team have for the City, ability to work with our partners such as our PCO and venue (ACC) and early support were an important part of the decision to bring Intergalva to Liverpool.”

**Murray Cook, Executive Director,  
European General Galvanizers Association**

“The Liverpool Convention Bureau were one of the most efficient bureaus I’ve ever dealt with. They strenuously worked hard to ensure our first event in Liverpool ran without a hitch and were well placed to get me the best rates for accommodation for my group due to their excellent relationship with the hotels in the area. I threw a few curveballs at them and they were only too willing to help; nothing was too much trouble! They have fantastic local knowledge and it was a real pleasure to work with Kate, Sarah and the team. I look forward to throwing a few more challenges their way!”

**Sarah Greenwood, Events Manager,  
British Contact Lens Association**

“LCB provided an accommodation service for delegates at the Hospice UK annual conference. We were delighted with the expertise and knowledge of the friendly team, not just in sourcing a wide range of accommodation for all budgets, but also with the helpful suggestions of venues for our conference dinner.”

**Ruth Reid, Courses and Conferences  
Manager, Hospice UK**

# Core Partnership Fees

Categories	Price Per Annum
Category A	£250 + VAT
Category B	£325 + VAT
Category C	£400 + VAT
Category D	£525 + VAT
Category E	£750 + VAT
Category F	£1200 + VAT

Prices are determined on size / location.

Non-Residential Venues	Category
Seating 150 or less delegates	B
Seating 151 - 399 delegates	D
Seating 400 - 749 delegates	E
Seating 750+ delegates	F

Residential Venues	Category
City Centre 1-49 bedrooms plus conference facilities	D
City Centre 50+ bedrooms plus conference facilities	F
Outside City Centre 1-49 bedrooms plus conference facilities	B
Outside City Centre 50+ bedrooms plus conference facilities	D

Accommodation Only Venue (No event facilities)	Category
City Centre hotel without conference facilities, 1-49 bedrooms	B
City Centre hotel without conference facilities, 50+ bedrooms	C
City Centre self-catering/serviced apartments	C
City Centre hostel accommodation	C

Service Suppliers	Category
Large - 10 employees or more	D
Small - up to 10 employees	B
Individuals	A

For more information,  
please contact the partnership team:  
[partnership@liverpoolcityregiondp.com](mailto:partnership@liverpoolcityregiondp.com)

# Contact

**Chris Adderley**

Commercial Manager

[cadderley@liverpoolcityregiondp.com](mailto:cadderley@liverpoolcityregiondp.com)

**LIVERPOOL**  
CONVENTION  
BUREAU

# Liverpool is Making Incredible Happen

The passion, the people, the place, Liverpool is a city like no other.

Our brilliant, bold and beautiful compact city will deliver an experience your delegates will be truly wowed by. Our spectacular venues, stunning waterfront and impressive parks and beaches are all complemented by our maritime history and striking cultural attractions.

We are the most improved destination globally on the CDS index and are dedicated to preserving the planet whilst delivering your most successful conference to date.

With our people and their passion, your event is our event and Liverpool Convention Bureau become an extension of your team.

We go above and beyond to deliver your most successful event yet. Our expertise and strong business relationships with the hospitality and events sector across the city region become yours, with our commitment to success proven time and again.

Liverpool is a city leading the way, a city where ideas become reality.

