

IMS Marketing/Communications Workshop V11. London, 12-14 October 2011

Introduction

This will be the seventh IMS Marketing/Communications Workshop. Of the previous six workshops, three have been hosted in USA and three in Europe. The first IMS Marketing/Communications Workshop was held in 1997, and they have been held every two or three years since.

This year's Workshop will be hosted in London by the UK's Agriculture & Horticulture Development Board (AHDB, the umbrella organisation which comprises EBLEX and BPEX as well as four other agricultural sector bodies).

Timing

The Workshop will be held from the evening of Wednesday 12th October through to the afternoon of Friday 14th October. The timing is deliberately organised to enable those delegates travelling to ANUGA in Cologne to attend. The ANUGA exhibition/trade fair runs from Saturday 8th October to Wednesday 12th October.

Programme

Delegates will assemble throughout the afternoon of Wednesday 12th October. The Workshop will formally begin with a hosted dinner in a private dining room in the Houses of Parliament on the evening of 12th October. This evening reception will be hosted by AHDB (EBLEX and BPEX).

The Workshop will run through the full day of Thursday 13th October, and the morning of Friday 14th October. It will conclude after lunch on Friday 14th October.

The successful format adopted in recent IMS Marketing/Communications Workshops will be followed again, with separate sessions on drivers/inhibitors of meat-eating demand in relation to Nutrition, Sustainability/Ethics and Product Enhancement.

Each session will feature a keynote presentation and a series of country/market specific case studies presented by delegates. The full detailed programme will be confirmed nearer the event.

Venue

The Workshop will be held at the Crowne Plaza London-St James Hotel in Buckingham Gate, London. This hotel is within walking distance of Buckingham Palace, The Houses of Parliament, Westminster Abbey and Whitehall.

An initial block booking of rooms has been made at the hotel, at a cost of £160 + 20% tax per night for bed and breakfast, for the nights of Wednesday 12th and Thursday 13th October. These are available to the first 50 delegates, and thereafter a rate of £170 + 20% tax per night has been negotiated.

Details on other hotels can be provided if required.

Delegates wishing to attend should confirm to Naomi Page (details below) that they require accommodation to enable us to provide a full rooming list to the hotel.

Cost

The cost of the Workshop per delegate is £275 + 20% tax, excluding accommodation. This cost covers the hotel's conference day rate including two lunches and an evening drinks reception and dinner on Thursday 13 October.

For delegates who stay at the Crowne Plaza therefore the total cost will be £595 + 20% tax all inclusive.

Travel

The Crowne Plaza London-St James is located within walking distance of Victoria Station, the terminus for the Gatwick Express for those travelling into London Gatwick Airport (30 minute train ride).

For those travelling into London Heathrow, the Heathrow Express delivers travellers to Paddington Station (25 minutes) which is a taxi ride of approx £12-15 from the hotel.

For those travelling by Eurostar into London St Pancras station the hotel is approx 20 minutes by tube (via Victoria line to Victoria station) or around £15-18 by taxi.

Admin Contact

Please contact Naomi Page by e mail to confirm your attendance and hotel booking, or for any other queries. A fuller programme for the Workshop will be provided during June.

naomi.page@bpex.ahdb.org.uk