



## 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.



#### **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 & Access**

partners are invited to networking events including speaker presentations and feedback on current and future 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.

## LCB partnership Fees from 1<sup>st</sup> April

Price Categories	Per Annum
Category A	£233+VAT
Category B	£296+VAT
Category C	£395+VAT
Category D	£504+VAT
Category E	£717+VAT
Category F	£1191+VAT

Prices are determined on size / location.

## Sample partners

Please find below a sample selection of our Liverpool Convention Bureau partners



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





## Client Testimonials

Here are a few comments from our clients about the Liverpool Convention Bureau and their experiences of holding events in the city.

*"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**

*"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**

*"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**

For more information please contact the partnership team at [partnership@marketingliverpool.co.uk](mailto:partnership@marketingliverpool.co.uk)