



Intelligence



Partners make it a tempting date in Derbyshire

Conference organisers from around the country will be converging on Derby for an exclusive exhibition dedicated to showcasing the county's best venues, services and attractions for business visitors.

Destination Derbyshire, to be held at the Assembly Rooms on Tuesday, June 3rd, will provide a platform for exhibitors, a mix of workshops and networking opportunities, and even the chance for delegates to enjoy a beauty treatment.

The event has been organised by Conference Derbyshire, which is part of Derbyshire and Nottinghamshire Chamber but run independently. Its head, coordinator Sammy Purewal, said it had worked in partnership with venues to offer free accommodation so delegates could get the full experience of what the county has to offer.

She said: "The conferencing scene is fiercely competitive and we will try every trick in the book to win business for the county. We have to compete with very high quality rivals, and that's why we're offering free overnight accommodation and a discount on all journeys with East Midlands Trains."

One of the 'tricks' Sammy has up her sleeve is the offer of a beauty treatment, which capitalises on the fact that most conference bookers tend to be women.

"A conference is both high profile and quite stressful on the organiser – in many cases the company secretary or PA. There is no better way to persuade a potential customer than to let them try what's on offer so we have made our exhibition just a little bit more tempting.

"This is essentially a free day out, with a buffet lunch included, plus the added attraction of a free beauty treatment. We know our target audience, and there's no reason why the bosses should have all the fun."

A new Conference Derbyshire brochure has been launched to coincide with the event, providing details of services and conference venues and attractions

To attend Destination Derbyshire or receive a copy of the new brochure, contact Conference Derbyshire on 01332 851 282.

Press information: Saskia Zwiers on 01332 851 282