

SPOTLIGHT

December 2023



Sian Sayward
Outgoing Chair

A MESSAGE FROM YOUR CHAIR

Hi everyone,

As we fast approach the end of the year, I find myself reflecting on the incredible journey we have embarked upon together. It is with a mix of emotions that I write this farewell message, as December marks my final month as the chair of **beam** ahead of our Gala Dinner on 12 January 2024, an event where I hope to see as many of you as possible.

Throughout my tenure as chair, I have witnessed the power of collective action and the strength that lies within our **beam** family. From the tireless efforts of our members to the generosity of our partners, it is your commitment that has allowed us to shine a light on the path to a brighter future for our industry.

I am immensely proud of the milestones we have achieved together. We have advocated for our members, providing them with the resources and support to navigate the challenges of our ever-changing industry. We have fostered a sense of community, bringing together professionals from all corners of the business, events accommodation and meetings sector to share knowledge and best practices. These achievements are a testament to the incredible contribution made by each and every one of you as you fulfil your roles across the workplace and share your expertise within our association.

As I pass the torch to the next chair, I am confident that **beam** will continue to thrive and make an even greater impact in the years to come. Our community is filled with passionate individuals who are dedicated to driving innovation, fostering collaboration, and shaping the future of our industry. I have no doubt that you will continue to inspire and uplift one another, just as you have inspired me.

In closing, I want to express my heartfelt thanks to my fellow board members, our action group volunteers, members, partners, sponsors, suppliers and industry colleagues - thank you for your unwavering support, your tireless efforts, and your belief in the power of our industry.

It has been an honour and a privilege to serve as your chair, and I am forever grateful for the opportunity to have led this association for the last 18 months, I can only hope that you have enjoyed my tenure as chair as much as I have!

As we bid farewell to 2023, let us embrace the new year with renewed hope and determination. Together, we can continue to build a future where our industry shines brighter than any other, an industry that we are all proud to represent and an industry that strives to elevate everyone within it to be the very best version of themselves.

With deepest gratitude, *Sianie*
x

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beam Gala Dinner 2024

12th January, Warwick Conference



We're set to kick 2024 off in style

After enjoying a menu which reflects a 'local, sustainable with a touch of indulgence' approach to dining at this year's event, we'll be celebrating the winner of The Chris Peacock Young Champion of Change Award and then we'll see you on the dance floor with Blissful Thinking and DJ Andy Saunders. Final tickets remain for what will **beam's** biggest social occasion of the year. Register [here](#) or for discount on multiple tickets, [email us now](#).

Dress Code

Embrace your authenticity and minimise your wardrobe's carbon impact: **"beam's Revive & Reuse Gala Dinner"** Wear something we've seen before or which has been worn to another event - no need to buy anything new - be happy, be comfortable, be yourselves.

Big Ticket Auction & Raffle Prizes

We've secured 15 prizes so far this year, but we still need more to help us raise lots of money for Meeting Needs on the night. If you'd like to contribute, [get in touch](#).

Planning ahead for 2024

EXPERIENCEit, 8 February 2024 is a new initiative designed to support the growing market for experiential events in Scotland and beyond. **beam members have been offered a special opportunity to be part of this event for just £950 plus VAT.**

International Confex, 28-29 February 2024 **beam** will once again be running the **beam** Buddy station to help welcome new visitors to the Show over the two days. If you're thinking of exhibiting, there's still time to book a place at member rates. **Check out the basics to join our beam Hub stand for £3275 ex vat.**

The Meetings Show, 19-20 June 2024 will see a repeat of our successful collaboration with mia on a shared exhibition space which sees our two trade associations join forces to provide dedicated live education sessions on the stand, and the opportunity to connect and network.

Now's your chance to bag a position on the beam Hub with this great package from £3390 ex vat.



beam PR Replay

PR and Advertising Offer

INSTANT BOOK IS GATHERING MOMENTUM

Sian Sayward, chair of beam analyses industry sentiment on Instant Book

What beam have been working closely with Venue Directory, supporting the development of Instant Book. Following up on the Instant Book Summit in July 2022, there was an engaging discussion at the beam Annual Forum this summer. Taking part were Jason Gutteridge from Venue Directory, Danny Yates of Clermont Hotels giving a venue perspective, who were joined by Anna Snoop of Inntel and Caroline Medcalf of Agito sharing the views of agencies.

We recently went back to them for their latest thoughts on this key topic.

What benefits you are seeing? "Time-saving and greater efficiency on all sides" was the common view with Medcalf adding that Agito has increased its operational efficiency by 30%. Snoop reflected the views of all, adding everyone can spend more time and attention on more complex meetings with increased quality of service for the client as a result. Yates added that clients appreciated the flexibility, including outside office hours, in when and how they book simple meetings.

"Instant Book must continue to be for simple meetings - with the emphasis on 'simple' - essentially, a meeting room with standard refreshments."

- Jason Gutteridge, Venue Directory



Sian Sayward

How would you describe the current momentum of Instant Book? Gutteridge quantified this, reporting that "We have certainly made significant progress, with the number of venues with Instant Book available on venuedirectory.com recently increasing by 25%, now exceeding 1,000. Additionally, planners are sending an average of 373 Instant Book enquiries every month."

Medcalf confirmed: "It is certainly gathering momentum. There is a huge amount of interest" while Yates added that: "It's prominent in discussions across industry forums - more and more inventory from venues is coming online which is great to see."

What are the keys to its continuing progress?

"Instant Book must continue to be for simple meetings - with the emphasis on 'simple' - essentially, a meeting room with standard refreshments," says Gutteridge. Yates agreed saying: "Simplicity is the key and if inventory is available to book instantly and receive an instant confirmation this will ensure it becomes a normal way to book small simple meetings."

Gutteridge added: "more venues need to prioritise becoming 'Instant Book ready' as the benefits are undoubtedly worthwhile."

Echoing this, Snoop said: "Venues who manage a lot of simple meetings or have lots of small meeting space should take the leap of faith and invest. We have invested heavily in developing our instance of Instant Book on our meeting platform, LOGIC Meetings and it's ready to go as soon as we see richer content."

Medcalf summed up: "We need to work together as an industry to understand what the parameters are, agree the ways of working and iron out the details. There is some great work being done by our industry associations, such as beam, to understand the wider implications and engage with key players (both suppliers and agencies). As this momentum continues to grow, it will naturally progress." **CN**



event industry news

A 1000-word Spotlight article about your business in Event Industry News in 2024 - a special offer for all **beam** supplier members.

As a partner with Event Industry News, **beam** has arranged a special PR and advertising offer for 2024 for supplier members to 'Spotlight' their business.

For just £200 +VAT, each Spotlight would feature on the Event Industry News website for 12 months minimum but often stay up much longer. You would also feature in their e-newsletter and on social media channels.

To take advantage of this opportunity, please email ChrisLewis@clareville.co.uk from our PR team and he will put you in contact with the Event Industry News.

A reminder of who we welcomed to **beam** in 2023...

Agency Members



CongressBookers



INLOCO EVENTS
YOUR EVENT, BEST PLACED



HB | HELMSBRISCOE



SEARCH & SOURCE

Tech Members

HOTSTATS



Independent



Convention Bureau



Destination Management Company



Venue Members

michels&taylor



Oatlands Park
HOTEL

VALOR



barbican



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