

 micebook.

# RE IMAGINE INVENT CONNECT

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18<sup>th</sup> November 2020

The Mayfair Townhouse  
Live Event!



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## micebook. LIVE! is back...

Since the start of the covid-19 pandemic we have looked to keep the MICE community engaged with our micebook 'talks' initiative.

We've brought buyers and suppliers together to talk about a range of issues as the situation developed and we continue to do so.

But now we are finally able to get back to what we all do best... live events!

Our first event of 2020 will be micebook Live, as you know and love it, albeit covid-secure.

A mixture of panel debates, micebook trailers and of course our famous networking 'Just mingle'.

This will be the first event held at the soon-to-open 5\* Mayfair Townhouse and promises to be a day and night to remember.



## A little reminder...

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micebook LIVE! is a series of events throughout the year granting you access to senior #eventprofs in an educational, immersive and fun atmosphere.

We place great value on meeting face-to-face through engaging activities and high-level networking opportunities.

Every micebook event is a mix of:

- Networking
- Thought leadership
- Industry insight

Events to date

The Curtain  
The London EDITION  
The Ned  
Nobu Shoreditch  
Sea Containers  
Belmond Cadogan Hotel  
Great Scotland Yard  
nhow London



**REIMAGINE  
REINVENT  
RECONNECT**

**18<sup>th</sup> November 2020**


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At micebook we always bring you the latest openings and we've done it again with our next showcase.

The 5\* Mayfair Townhouse, opening this autumn, located in Piccadilly (and just a stones throw away from Green Park) will debut 172 rooms, Penthouse and garden suites and the sensational Dandy bar.

We promise you another 'must be there' showcase attended by A-list industry members.

Join us to reconnect with Live!



# Agenda

(subject to change and in line with government guidelines)

Venue: The Mayfair Townhouse  
Date: 18<sup>th</sup> November 2020  
Audience: 2 events for 30 guests each  
Event: Reimagine | Reinvent | Reconnect

## EVENT 1

11:00 – 11:30

**Guest arrivals and registration**

11:30 – 12:30

**Content – micebook ‘talks’ to industry voices**

12:30 – 13:00

**MICE Trailers – New and inspiring product showcase for planners**

13:00 – 15:00

**Afternoon Reception & Networking**

## EVENT 2

16:00 – 16:30

**Guest arrivals and registration**

16:30 – 17:30

**Content – micebook ‘talks’ to industry voices**

17:30 – 18:00

**MICE Trailers – New and inspiring product showcase for planners**

18:00 – 20:00

**Evening Reception & Networking**

# MICE trailers

You have three minutes to showcase your brand and product.

This is a great opportunity to impress our top influencer/planner live audience and virtual planner audience.

Whether you're a new destination, a unique MICE experience or a hotel product with something special to share, we'd love to give you the chance to shine!

£450 + VAT (early bird member price) 1 event

Non-members £750

Includes networking with #eventprofs





# The Content or Evening is yours

Bring your destination or brand to life. Don't just be a presence at the event...you have the chance to impress and engage with our community.

Take part in a content session or workshop to bring your expertise to life or bring an experience to meet informally with planners in the evening. Micebook will work with you to find the right engagement product.

Being our event partner comes with a host of marketing opportunities.

- Logo and links on pre-event page
- Social media promotion
- Table top presence or
- Content presence (workshop or on a panel)
- Attendee list for post-event marketing
- Logos and branding on post event page
- 1 x Ticket for 'Just Mingle'

£950 + VAT (early bird member price)

Non-members £1200

Includes networking at both events with #eventprofs

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# Just Mingle

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Join us for a social at London Mayfair's newest iconic hotel...

A chance to network with the Industry crowd and enjoy the cool venue; entertainment and treats in store.

£109 + VAT (early bird member price) 1 event

Non-members £249

Includes networking with #eventprofs







# How you can get involved

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- Mice trailers – 1 event + broadcast to virtual audience
- The content / evening is yours (sponsorship) – both events
- Just mingle (networking) – 1 event

## Get in touch!

*Please note that there are limited places for each opportunity to start with and more may open up as government advice and our risk assessments allow.*

THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR

# Contact.

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