

 micebook.

RE IMAGINE INVENT CONNECT

13th January 2021

The Mayfair Townhouse
Live Event!



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, 1-2-1 meetings, micebook trailers and of course our famous networking evening '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...

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**


13th January 2021

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: 13th January 2021
Audience: 2 events for 30 guests each
Event: Reimagine | Reinvent | Reconnect

EVENT 1

11:00am – 11.30am

Guest arrivals and registration

11:30am – 12.30pm

Content – micebook ‘talks’ to industry voices

12:30pm – 1.00pm

MICE Trailers – New and inspiring product showcase for planners.

12:30pm – 2.00pm

Afternoon Reception and Networking

EVENT 2

16:00pm – 16.30pm

Guest arrivals and registration

16:30pm – 17.30pm

Content – micebook ‘talks’ to industry voices

17:30pm – 18.00pm

MICE Trailers – New and inspiring product showcase for planners.

18:00pm – 21.00pm

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 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)

Non-members £750

Includes evening networking with #eventprofs and Agency Leaders





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
- 2 x Ticket for 'Just Mingle

£950 + VAT (early bird member price)

Non-members £1200

Includes evening networking with #eventprofs and Agency Leaders

Just Mingle

Join us for an evening 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)

Non-members £249

Includes evening networking with #eventprofs and Agency Leaders





How you can get involved

- Mice trailers
- The content / evening is yours (sponsorship)
- Just mingle (Networking)

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.

CONTACT
zoe@micebook.com

CALL
00 44 (0) 203 287 1000

micebook.com

#mustbeonit

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