

Club Liverpool brings city tangible benefits

CLUB Liverpool, the ambassador programme aimed at bringing international conferences to the city, has announced that it has generated an economic impact of £50m since it launched two years ago. The initiative has helped to secure 27 conferences.

The figure is calculated from the economic impact of these conferences on local businesses, including hotels, restaurants and tourist attractions. In addition, a further £52.2m worth of events are at the bidding stage.

Ambassadors were instrumental in several high-profile conferences coming to the city in 2016, including the 17th International Symposium on Paediatric Neuro-Oncology, the An-

nuual Conference of the European Association for International Education, the Union World Conference on Lung Health and the ninth International Conference on the Developments in eSystems Engineering. Events in 2016 alone attracted a total of more than 10,000 international delegates, worth £18.6m.

Club Liverpool launched in January 2015 as a partnership between Liverpool Convention Bureau and ACC Liverpool. It's a powerful network of influential ambassadors passionate about bringing world class conferences and events to Liverpool and showcasing the city. They were recently presented with certificates of achievement from the city for their work.

Chris Brown, director of Marketing Liverpool,

said: "Club Liverpool harnesses the expertise and influence of people across many fields in the city and works with them to attract international conferences here. As our ambassadors tend to be very busy people, it's necessary that Club Liverpool gives them all the support they need and, as you can see, the city sees an enormous benefit both economically and for its profile."

Kerrin MacPhee, director of conference and exhibition sales at ACC Liverpool, added: "Thanks to Club Liverpool and through working with the city's institutions, we are able to compete in the global conference market, bringing high profile events to Liverpool."

Stand F340 accLiverpool.com



Filderhalle prepares for the future



IN-HOUSE catering is the latest improvement to Leinfelden venue, the Filderhalle, which can now offer organisers a full-service partner. A second major step follows this month, with the kick off for a major modernisation that will see the hall enlarged by 400m² to more than 3,000m². The enlargement makes a significant contribution to ensuring the hall is modern and sustainable.

The additional multifunctional meeting space will be used flexibly. The entire hall will accommodate up to 450 people. The room will be divided into two or three breakout rooms. Along with the large hall, which can hold up to 1,000 people, the three studios and the small hall, the Filderhalle will offer a perfect space for seminars, meetings, conventions and events from 10 to 1,000 people.

The attractive architecture was designed by the internationally renowned architectural firm HPP from Stuttgart. The light-flooded rooms open on to a floor to ceiling window in the idyllic city park. The folding roof rounds off the new modern look.

With proximity to Stuttgart Airport, direct S-Bahn and underground connections and proximity to the A8 motorway, Filderhalle is available for events, congresses, conferences and major events. The Green Globe certified venue offers in-house, modern event technology. A special feature is the fixed wireless system with a 1GB fibre internet connection, suitable for video conferencing and hybrid conferences.

Stand F020 filderhalle.de

New course will close

Ermanas build