



Making Liverpool the destination...



clubliverpool.co.uk



What is Club Liverpool?

Club Liverpool is a powerful network of influential Ambassadors, passionate about bringing world class conferences and events to Liverpool and showcasing the very best the city has to offer to associations and organisations across the globe.

Who are the Club Liverpool Ambassadors?

Professionals, medics and academics who want to champion Liverpool - bringing colleagues and peers to an event in a city they love.

Ambassadors are experts in their field. They are strongly connected to Liverpool and have a desire to help the city grow and prosper, whilst enhancing the reputation of their own organisation and team.

They are active members of an association, industry trade body or Board and are able to influence the decision making process of a specific event or be the lead on an event staged in Liverpool.

Our key sectors

Most success to date has been in the sectors of medical, science and education. We are keen to both further this success and grow other sectors such as technology, social sciences, maritime, culture and sport.

Why become a Club Liverpool Ambassador?

Becoming an Ambassador is a tremendously rewarding experience, both personally and professionally. Creating the impetus to bring a major conference or event to the city can enable you to showcase your or your organisation's expertise. It can also generate significant economic benefit to the city and build its reputation and success as a world class destination for conferences and events.

At a personal and professional level, you will be able to:

- ◆ Boost your professional reputation on a national or global scale.
- ◆ Be recognised as a leading light in your field of expertise
- ◆ Impact decision making on conference themes/programmes
- ◆ Promote your own work amongst influential peers.
- ◆ Network with an influential group from a wide sphere of sectors in the city
- ◆ Widen your knowledge about Liverpool and its growth plans
- ◆ Gain personal satisfaction in knowing you have made a difference

Your organisation and the city itself will also benefit by:

- ◆ Demonstrating the research/work of you, your department and your organisation.
- ◆ Promoting Liverpool as an event destination with world class credentials
- ◆ Making a positive economic impact on the city and being recognised for doing so
- ◆ Establishing a platform for research projects and international collaboration
- ◆ Supporting Liverpool's inward investment strategy



How does it work?

We'll support you every step of the way

You will receive full support from Liverpool Convention Bureau - and for large events the support of ACC Liverpool - at every step of the bidding and hosting process. Whether you're looking to attract national or international delegates.

Starting out

We'll help you:

- ◆ Determine whether Liverpool is suitable to host your event
- ◆ Research the event details including timescales and potential delegate numbers
- ◆ Submit a note of interest

The bidding process

We can support the bid by:

- ◆ Finding and liaising with a suitable venue for the event itself and social programme
- ◆ Working hand in hand with you to prepare and submit a comprehensive bid document and presentation for the board/committee
- ◆ Providing city representation at board presentation if required
- ◆ Coordinating and hosting a site visit for decision makers to experience what Liverpool has to offer
- ◆ Working with you to lobby the Board of Directors or conference organising committee.

The event

With the event secured, we will continue to support you by providing:

- ◆ A Delegate Welcome package for every event held at ACC Liverpool which can include flags flying outside ACC Liverpool, posters at key city gateways, and tent cards and screens in hotel lobbies.
- ◆ Assistance with application for civic hospitality
- ◆ Introductions to professional conference organisers (PCOs) and other event suppliers, if required
- ◆ Accommodation booking service
- ◆ Social programme planning (e.g. gala dinner, drinks reception, day excursions, etc.)
- ◆ Discounted tickets and offers for performances at local theatres, concert halls and cinemas for pre-conference options via Liverpool's Cultural Destinations Programme

These dedicated support services offered by the team at Liverpool Convention Bureau are completely free of charge

Keeping in touch

Your Club Liverpool membership includes:

- ◆ Exclusive opportunities to attend networking events and workshops with like-minded ambassadors.
- ◆ Club Liverpool e-newsletters providing up-to-date city and ambassadors' news.
- ◆ Online toolkit designed to give you everything you need to talk confidently about destination Liverpool
- ◆ Access to our private Club Liverpool LinkedIn forum



Further information

Whether you have an event in mind or want to find out more about Club Liverpool contact the team today:

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