

# ICCA UK & Ireland Chapter Winter Debate

15 & 16 February 2010

Hilton Newcastle Gateshead,  
NewcastleGateshead

**'Playing Politics –  
The Power of Partnerships and Legacies'**



UK & Ireland Chapter

In partnership with LEITH'S

## **When: 15 & 16 February 2010**

Lunch and Debate – Monday 15 February 2010, 1200 – 1730 hrs

Welcome Reception and Dinner – Monday 15 February 2010, 1830 – 2230 hrs

Debate and Lunch– Tuesday 16 February 2010, 0930 – 1400 hrs

## **Where: NewcastleGateshead!**

By combining Newcastle, a city on the north bank of the River Tyne, with Gateshead, a town on the south bank you get the destination in which the Winter Debate will be held. NewcastleGateshead is located in the North East of England and is packed with free attractions, excellent shopping and vibrant nightlife.

## **Venue: Hilton Newcastle Gateshead**

The debate will be held at the Hilton Newcastle Gateshead which is situated overlooking the River Tyne and 10 minutes from the city centre. The debate will be held in the Pipewellgate Suite with breaks and lunches served in the foyer.

## **How to get there**

NewcastleGateshead benefits from excellent road, rail and air links. The Hilton Newcastle Gateshead is located approximately 10 minutes from the central station and only 20 minutes from Newcastle International Airport. A taxi from the station with cost around £5 and from the airport £15.

## **Who should attend?**

ICCA UK & Ireland Chapter members who are interested in furthering their knowledge, sharing experiences and networking with colleagues from the conference and events industry. Non ICCA members are also welcome to attend.

## **Programme: 'Playing Politics – The Power of Partnerships and Legacies'**

This year will see a general election in the UK and, as we begin to come out of the economic downturn, the ICCA UK & Ireland Chapter Winter Debate will focus on the importance of political lobbying and the benefit and legacy events can bring to cities and regions. Partnerships will be more important than ever and successful organisations will be those that plan and execute strategic alliances to support their business generation activities.

Delegates at the ICCA UK & Ireland Winter Debate will hear from speakers covering the following areas:

- Government lobbying at local and national level
- The role of agencies currently engaged in lobbying
- A knowledge of which resources are available to your organisation
- Examples of best practices and lessons from unsuccessful bidding
- Advice on preparing for a change in government
- The politically valuable legacy provided by events that bring benefit to a city or region
- The power of partnerships with providers of other services that support events

It is intended that the event will allow delegates to be better prepared and able to develop their own strategic partnership and lobbying toolkit to help their business over the course of the next twelve months.

## Social Events

The welcome reception and dinner will be held at The Sage Gateshead – NewcastleGateshead’s £70million Foster & Partners meetings and music venue. The welcome drinks, kindly hosted by the North East Hotels Association, will be served in the Hall One Foyer, allowing delegates to take in the spectacular views of the Gateshead Millennium Bridge, before sitting down to dinner in the impressive Northern Rock Foundation Hall. The wine that will accompany dinner is kindly being provided by NewcastleGateshead Convention Bureau.

## Meals and Refreshments

Lunch will be served on Monday 15 February from 1200 – 1300 hrs and from 1300 – 1400 hrs on Tuesday 16 February. Tea and Coffee will be served on Monday 15 February from 1430 – 1455 hrs and on Tuesday 16 February from 0900 – 0930 then again from 1050 – 1115 hrs. Please note these times are provisional and may be subject to change.

## Dress

Dress for the reception and dinner will be smart business attire and dress for the debate itself will be smart but informal.

## Accommodation

Bedrooms have been held for delegates at a rate of £105 B&B at Hilton Newcastle Gateshead, the conference hotel. To make your booking, please visit [www.NewcastleGateshead.com/ICCA](http://www.NewcastleGateshead.com/ICCA) Please note that rooms have only been held for the night of Monday 15<sup>th</sup> February. If you wish to extend your stay (over Valentines weekend!), please contact Anna Moroney at NewcastleGateshead Convention Bureau, [anna.moroney@ngi.org.uk](mailto:anna.moroney@ngi.org.uk) and she will be delighted to help.

## Cost

Only £125.00 per person for ICCA members and £175.00 for non members. The welcome reception and dinner and all tea, coffee and lunch breaks are included within the registration fee. Please note you need to arrange and pay for your own travel and accommodation.

## How to register

Visit the **‘forthcoming events’** page of the ICCA UK & I Chapter website ([www.iccaworld.com/dbs/UK-Ireland/index.cfm](http://www.iccaworld.com/dbs/UK-Ireland/index.cfm)) and complete the process online.

## Useful Contacts

James Rees – ICCA UK & I Chapter Chair – Tel: 0207 069 4734 or 07739 924385  
Emily Wilson – ICCA UK & I Chapter Secretariat – Tel: 01224 3304 87 or 07813 152257

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