

**micebook. LIVE! presents**  
**“Events 2030”**  
**With**  
**London Convention Bureau**  
**&**  
**Hotel Brooklyn Re-opening party**  
**21<sup>st</sup> Sept 2021**





# micebook. LIVE!

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  
The Mayfair Townhouse

# Our MICE community

Your chance to connect with senior agency and corporate planners who are active members of our community across our events, content and micebook.com.

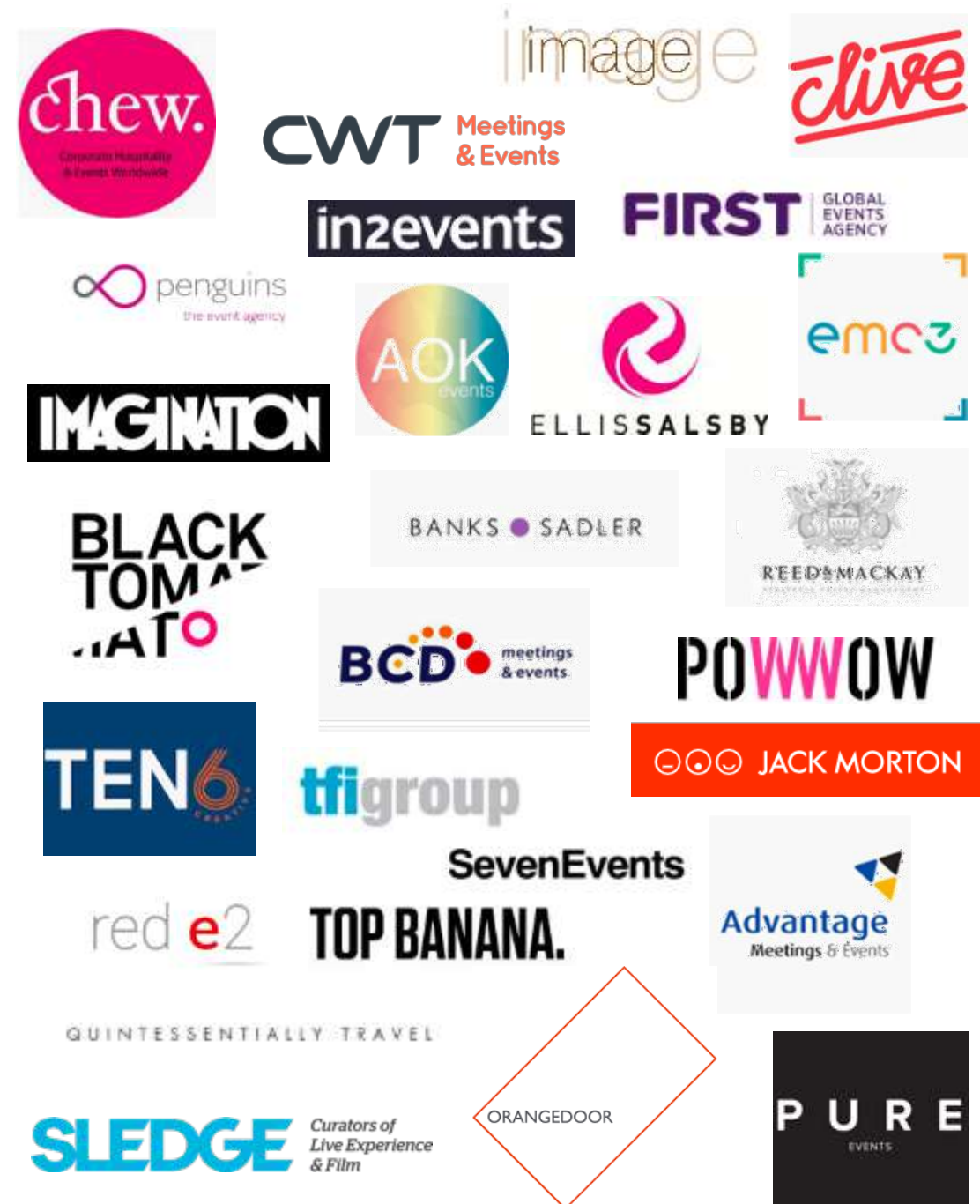
Our community is made up of:

65% agency and 35% corporate planners

80% plan and book overseas events

100% book incentive travel and/or conferences

An average of 50 to 100 planners from our community join us at each of our events



# “Events 2030”

In partnership with London Convention Bureau

What will an event be like in 2030? Smart cities, sustainability, ever evolving tech. All will play their part in transforming events so that they maintain their status as the number 1 engagement and marketing tool into the next decade and beyond

How will attendees travel, communicate, connect, absorb content, cascade info...What will their expectations be?

London CVB are way ahead of the curve in preparing for the inevitable evolution of events and they are sharing their insight with us

<http://mustbeonit.com/events2030/>



# Agenda

- Venue: Hotel Brooklyn, Manchester
- Date: 21<sup>st</sup> Sept 2021
- Event: “Events 2030”
- Times: 15:30 micebook training  
16:00 “Events 2030” with London & Partners  
17:30 MICE Trailers  
18:00 Hotel Brooklyn Opening Party





# Hotel Brooklyn

A warm Brooklyn welcome awaits at  
Manchester's newest hotel

A homage to industry, a towering shrine to  
the new World and iconic urban landmarks

Brooklyn and Manchester come together in  
twisted harmony

Come see for yourself at the Hotel Brooklyn  
re-opening party





micebook LIVE!  
Promotional Opportunities



# 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!

Members £450 + VAT

Includes evening networking invitation





# The 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

Being our event partner comes with a host of marketing opportunities

- Logo and links on pre-event page
- Social media promotion
- Table top presence
- Attendee list for post-event marketing
- Logos and branding on post event page
- 2 x Ticket for 'Just Mingle'

Limited Places. £950 + VAT



# Just Mingle

Join us for an evening social at Manchester's newest iconic hotel...

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

Limited places available

Early Bird. £159 + VAT

Ticket price £239 + VAT

Non- Member Price £509 + VAT  
(includes All Access Membership)





# Contact.



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