



The Liberal Democrats meeting at the Brighton Centre

AMEX has become a popular choice for product launches by brands such as Jaguar and BMW, while the six concourses under the stadium's stands have proved ideal for team building, corporate events and exhibitions: The Tool Show attracted 6,000 visitors across three of the concourses in July.

Inside, all rooms – including the 400 capacity Bupa Lounge and 21 hospitality boxes which double as boardrooms – look out on to the pitch and the rolling South Downs around the stadium.

The AMEX's newest offering will be the Brighton & Hove Albion Museum, which opens this month and is available for drinks receptions for up to 150 guests.

Other sporting venues include Brighton Racecourse, which has a variety of good value meeting options and Sussex County Cricket Club, while East Sussex National Golf Club, 30 minutes away in Uckfield, became part of the De Vere Venues portfolio this year.

For stunning views of the city, and ideal for small incentive groups, Helifly – 20 minutes to the west of Brighton at Shoreham Airport – offers helicopter flights for four along

the coast and over the South Downs, with unparalleled views and a gentle reminder of just how compact the city is. Other options for small groups include wine tasting with an expert sommelier in intimate surroundings at the Hotel du Vin. The boutique hotel also has six meeting rooms, which includes the classy Dome room – dominated by, as the name suggests, a glass dome which allows natural daylight to flood in on up to 120 guests at a cocktail reception.

Brighton's reputation as a liberal, trend-setting destination is reflected in the culinary offering. The vegetarian Terre à Terre ensures carnivores don't miss meat during a hearty lunch, while Chilli Pickle is far from your usual Indian restaurant.

Business visitors also have a choice of money-saving offers at 50 shops, bars and restaurants thanks to the Delegate Deals Card introduced in 2012.

VisitBrighton conference sales manager Darren Johnson adds: "We are proud of what we do. We are very cute with it; what comes with Brighton being a creative city is a smarter way of working."



buyer's eye

Clare Beach, Azura Events

"I have been visiting Brighton on and off for over 20 years and I have seen it change and improve in so many ways. When my clients decided that their joint congress for 2011 was to be in the UK, Brighton was the clear winner because of its individuality and welcoming attitude towards visitors. But also on a logistical level, the fact that the hotels, conference venues and tourist attractions are all so close together is a huge advantage.

Brighton is unlike any other UK destination as far as we were concerned. The culture, architecture, atmosphere, public events, eating out options, views and people are so unique to the city.

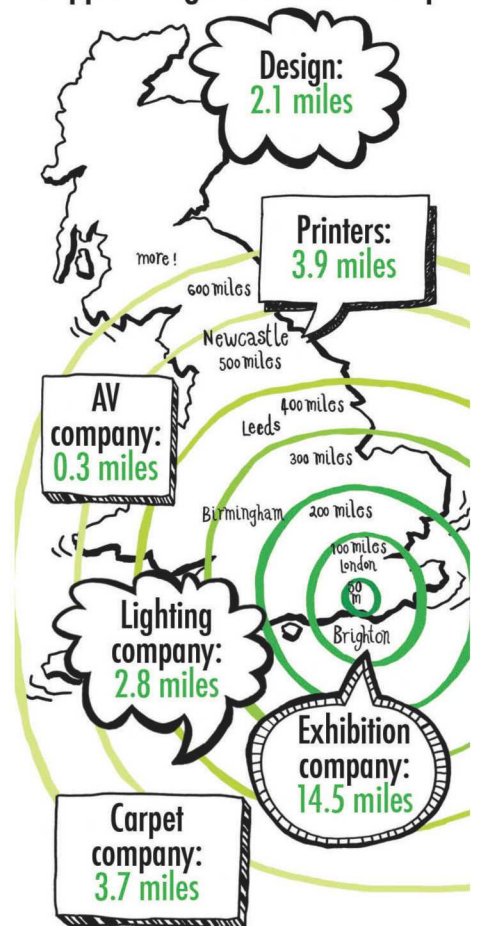
The VisitBrighton team is very helpful and friendly and they helped me to think outside of the box and share their in-depth knowledge of all the quirky features of the city so that we could help our delegates truly experience it for themselves... however that may be!"

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