

# International confex

8 – 9 MARCH 2022, EXCEL LONDON

Where the events  
industry meets

Show  
Preview

“Confex is the place where like-minded people get together and have a good time and do business...what’s not to like!!”

Stephan Murtagh, Director,  
The Exhibition Guy Group

MEET WITH PURPOSE:

## Small Changes, Big Impact

Hilton's Meet with Purpose program offers meeting planners and travel managers tools to make a big impression on guests while making a better impact on the world with every meeting or event.



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Convene in a more sustainable way using our proprietary LightStay™ Meeting Calculator. Reduce your environmental footprint by making informed low-waste choices and offsetting your remaining carbon footprint.



Energize with climate-conscious menus featuring locally-sourced, sustainably-grown meals designed to boost energy and minimize leftovers. Share the bounty and nourish others by donating remaining food.

### Nourish



### Impact



Engage with rewarding social impact opportunities that align with your ESG goals. Whether packing hygiene kits or hosting a skills workshop for local youth, guests can build camaraderie and community.



Ask your hotel sales team or Hilton Worldwide Sales representative how you can bring Meet with Purpose to life at your next event. Learn more at [meetwithpurpose.com](https://meetwithpurpose.com).

# Welcome

## Welcome to International Confex

There's a well-worn saying that 'whatever doesn't kill you makes you stronger' and International Confex 22 is complete and utter testimony to the resilience, power and outright bloody-mindedness of the events industry.

Our last outing in September 2021 brought the hardcore of the events industry to ExCeL and since then we've been through countless new peaks, variants, social distancing measures, quarantine rules, false dawns and false starts. Now we can all agree that the skies are clearing, the road ahead is straight and the future looks bright.

The post-apocalyptic events landscape has also changed massively in all aspects and its stakeholders have been anything but idle while in enforced downtime. Over a third of our exhibitors at Confex 22 are brand new and visitors on March 8th & 9th will find the show floor rammed with innovative new suppliers, mind-boggling event tech providers, brand new event spaces and iconic venues and destinations who have been brave enough to invest heavily over the last 2 years in their event offering.

Conversations in the theatres are also transformed (who on earth knew what a metaverse was 2 years ago?) with topics of sustainability, diversity and inclusion now fundamental guiding principles of event planning rather than nice to haves.

As always, at its heart, Confex will be a celebration of everything and everybody that makes our wonderful indefatigable industry the best in the world and our heartfelt thanks go out to all our fantastic exhibitors, sponsors and speakers who make Confex the leading event for UK eventprofs and who have done so for 39 years now - we couldn't do it without you.

We obviously couldn't do it without you either, our visitors and we can't wait to welcome you to ExCeL London on 8th or 9th March or ideally both – we guarantee there's a lot to keep you busy!



**Liz Agostini**  
Event Director

## Transport



Alight at **Canning Town on the Jubilee Line** and change onto a Beckton-bound DLR train for the quick two-stop journey to ExCeL: **Custom House** for ExCeL (for the west entrance) or **Prince Regent** for ExCeL (for the east entrance or the ICC London).



The DLR and Jubilee Line can be connected from multiple Overground lines such as **Stratford, Canada Water, and Shadwell**. It's also possible to join the Overground and travel to ExCeL London from **Euston station**.



London's main rail terminuses are **Charing Cross, Euston, Kings Cross, St Pancras International, Liverpool Street, London Bridge, Marylebone, Moorgate, Paddington, Victoria and Waterloo**.



ExCeL offers free-to-use cycle racks. These are located at the **West entrance** taxi drop off point, just underneath the DLR walkway, and next to the **East Entrance**, underneath the stairway.

## ExCeL London

Royal Victoria Dock, 1 Western Gateway, London E16 1XL

**8-9 MARCH 2022**

**9:30 – 17:30**



# Content Streams

## Sustainability



The time for lip service is well and truly over and the events industry is on a unilateral mandate to become more sustainable at speed. What are the realistic and achievable steps organisers, venues and suppliers can take to propel themselves along the path to carbon neutral? The sustainability programme on day 1 in the Keynote Theatre will give clear takeaways for a route map for all event industry stakeholders.

## Marketing Innovation



Post-pandemic marketing messaging has changed as we woo our audiences back to live events. Communities have built and strengthened via digital and social media channels and the challenge for event planners is galvanising these audiences to return to face to face with the right communications delivered via the right channels in the right tone.

## Event Technology



The rate of advancement in event tech over the last 2 years has been nothing short of astonishing and investment in the latest tech is now fundamental to every event planner's success. Keeping abreast of a very crowded event tech landscape is a full-time job in itself and with new innovative solutions entering the market every week, International Confex offers the opportunity for a comprehensive overview of the hottest technologies and the future of event tech.

## Sales Excellence



It didn't take a pandemic to change the way clients buy. The sales process has been evolving continuously over the last decade and successful selling in 2022 is sophisticated, demanding a highly strategic approach predicated on emotional intelligence and consultative and collaborative skills to maximise revenues and build business relationships that last a lifetime.

## Corporate Events



In-house corporate event planners are necessarily laser focused on their vertical markets but there are as many shared issues for organisers as industry specific. In partnership with Eventproflive founders, Kate Bullard, Baker McKenzie and Michelle Rees, GLG, the Corporate Events Forum programme will examine how to create events that are memorable, immersive, engaging and moreover that deliver maximum ROI to business-critical strategy.

## Association Events



In-house and agency PCOs face a unique set of challenges with a packed annual event programme sitting at the heart of an association to deliver membership value, provide essential education and create lasting legacy as well as being a cornerstone of association growth through member acquisition. The ABPCO conference on March 8th is open to both members and non-members and a great opportunity to learn and network with your peers.

## People and Culture



Whether at events or in the workplace, research shows that companies who implement and deliver an inclusive, diverse, caring and supportive environment for their staff show the greatest levels of success and growth. Diversity and inclusion, wellness, mental health and corporate social responsibility are now core moral and ethical mandates for all organisational cultures. As a business owner or manager how do you ensure that you're creating the best work space for your people?

# EVENT PRODUCTION SHOW

8-9 March 2022

ExCeL, London

THE MARKET FOR LIVE EVENT PROMOTERS AND PRODUCERS

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THE ROYAL BATH & WEST SHOW.

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# Highlights

## Marketing Innovation

Hybrid Content Design

Content is the king of any experience. Without brilliant content, your experience is empty. In this session we'll explore how we approach content design; including content strategy, audience appropriateness, production values and practical ways to get to the finish line.

**Richard Davies** – Project Director, DRPG

**Ruan Sarris** – Campaign and Events Creative, DRPG



## Sales Excellence

How to turn your event website into a revenue generating machine

A live face-to-face exhibition has always been the shop floor for a show. But how can exhibition organisers provide year-round promotional opportunities for exhibitors while creating substantial additional revenue away from the show floor?

**Jon Benjamin** – Managing Director, ASP



## Event Tech

Designing for the future event experience

The future of event is hybrid - they say. As most of us applaud with excitement to the statement, the fact is that the event industry is going back to its old habits. It is willing to forget but not to change. We are simply falling short to utilize a great opportunity to reimagine the way how we organise events and the way how our visitors experience them. Events are already changing. For years now the focus has been shifting from content to experience, from education to kick-offs, from domain knowledge presentations to general inspirational speakers. And now from onsite to online, from live to on-demand and from local to global.

What if we can combine all of these to provide a prolonged, more connected, more inversive, more meaningful event experience for our visitors, artists, speakers, sponsors, exhibitors, and everyone else involved. Is it possible? How would that look like?

**Goran Cvetanovski** – CEO, Hyperight



## Corporate Events

Making CSR real

How can the events industry play its part in Corporate Social Responsibility, whether this is taking action to minimise our environmental impact or becoming involved in community projects? CSR covers a range of issues which every business should be involved with, and we as a sector, have enormous potential to lead. The session will look at the Triple Bottom Line and how we combine People, Profit and Planet in equal measures to play our part in creating a sustainable future.

**Dale Parmenter** – CEO, DRPG



## Association

Leaving a Legacy - The heart of a face to face meeting

The objective of this session is to create a paper that can be published to members and the wider events community that describes the why, who and how of developing a congress legacy programme. As we return to physical events, associations will need to work harder to justify the need to meet face to face (cost, time, carbon footprint) and ensure delegates have a reason to attend a physical congress; having a legacy programme is therefore becoming a far more integral part of a congress than it may have been previously. However, is there consensus on what is meant by legacy, and are associations considering this effectively as part of a long-term strategy?

In this session we want to give delegates the opportunity to explore aspects of legacy in smaller groups.

**James Latham** – Producer, The Iceberg

**Barbara Calderwood** – Divisional Director Engagement, Associations & Communities MCI UK, MCI Group

**Samantha Shamkh** – Head of Conventions, MCI Group

**Suzanne Singleton** – Head of Associations, London & Partners



## Sustainability

Sustainable events: Play your part in shaping the future

Sustainability has been rising high on the global agenda as we become increasingly aware of how our planet is at stake. Manchester Central and Mash media are collaborating on a programme of in-depth industry research and activity, generating new insights and sharing solutions to accelerate sustainability across the industry. Join us at the Confex theatre for an in-depth discussion on the thoughts and findings to-date, and how we can all play our part in shaping the future of events.

**Shaun Hinds** – Chief Executive, Manchester Central



## Marketing Innovation

The rise and rise of influencer marketing



There are three things every marketer wants from their marketing strategy. Simplicity, affordability and effectiveness. Influencer marketing, spending on which is forecast to reach US\$ 10 billion by 2022, up from a mere US\$ 2 billion in 2017, has a huge potential to deliver, powerful, effective and lasting results. Influencer marketing is more important, more relevant and more popular than ever. If you're not making friends, you're doing it wrong. So how do you find the right influencers and get them interested in you?

**Trevor Punt** – Director, pm20 strategies

## Event Tech

Level up your next virtual event with the power of gamification



If you're not already using gamification to enhance your events, you should be.

In this session you will:

- Learn more about the power of engagement and each of the benefits described above
- Discover the tools you need to become a gamification guru
- Develop an arsenal of gamification ideas for your next event, whether face-to-face, virtual, or hybrid

**Johnny D. Martinez** – Head of Marketing & Business Development, Shocklogic

## Sales Excellence

The Secrets of High Performing Teams (That Leading Businesses Want Kept Quiet) – Business Growth



In this session, you'll hear the core things top-performing teams share as well as the ways you too can work to implement them where you work. If you run your business, you'll learn how to get the most of your teams. If you run a team or work in a business, you'll find out how to get more out of your leaders!

**Chris Simmance** – Director, Chris Simmance Ltd

## Corporate Events

Delivering strategic events that demonstrate strong ROI



Looking to level-up your events and take them to the next level?

Understanding how your event contributes to your company's strategy and being able to demonstrate the return of investment of the event to your management team allows you to position yourself as a strategic event professional - not just red hot on managing logistics - and will allow you to directly articulate how events are a key and strategic part of the marketing mix.

**Kate Bullard** – Event Manager, Baker McKenzie

## People & Culture

Diversity vs inclusion. Helping your workforce learn the difference



Diversity and inclusion are commonly linked as one but they are two different terms. In this session we'll look at the meaning and difference of both as well as provide examples of how, by separating each term, your company will have a truly comprehensive D&I strategy that your workforce can understand, implement and be proud of.

**Catherine Owen** – Head of Venue Sales & Marketing, 10-11 Carlton House Terrace

# International cnfex

8 – 9 MARCH 2022, EXCEL LONDON

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## Get people → talking.

Create more engaging events with Catchbox - the microphone system designed to maximize collaboration. Add your event branding to the cover and improve audience participation during any event.



Panel  
discussions



Q&A  
sessions



Quickfire  
debates



Hybrid  
events

[www.catchbox.com](http://www.catchbox.com)

# Safety Measures at ExCeL

**Your safety is our number one priority and we have been working hard on implementing safety and sanitary protocols to ensure the event is safe for you to meet and do business again.**

We continue to liaise with the government, the ExCel and the Association of Event Organisers and have aligned our measures to those in place in other public spaces in the UK.

The health and safety of our staff, exhibitors and visitors is of paramount importance and will not be compromised so you can visit our event with complete peace of mind.

\*Unless exempt or the COVID guidelines change



## Face Mask

We recommend that you wear a face covering inside the venue, unless you are exempt



## Distancing

You are encouraged to observe social distancing.



## Hand sanitiser

Please use the hand sanitiser dispensers that will be provided throughout the venue and other high traffic areas.



## Ventilation

Increased and improved fresh air circulation in line with the latest CIBSE Services guidance and recommendations



## Cleaning

The ExCel Cleaning Team have been trained to deliver new cleaning procedures ensuring all touch points and seating areas are regularly wiped with cleaning fluid.



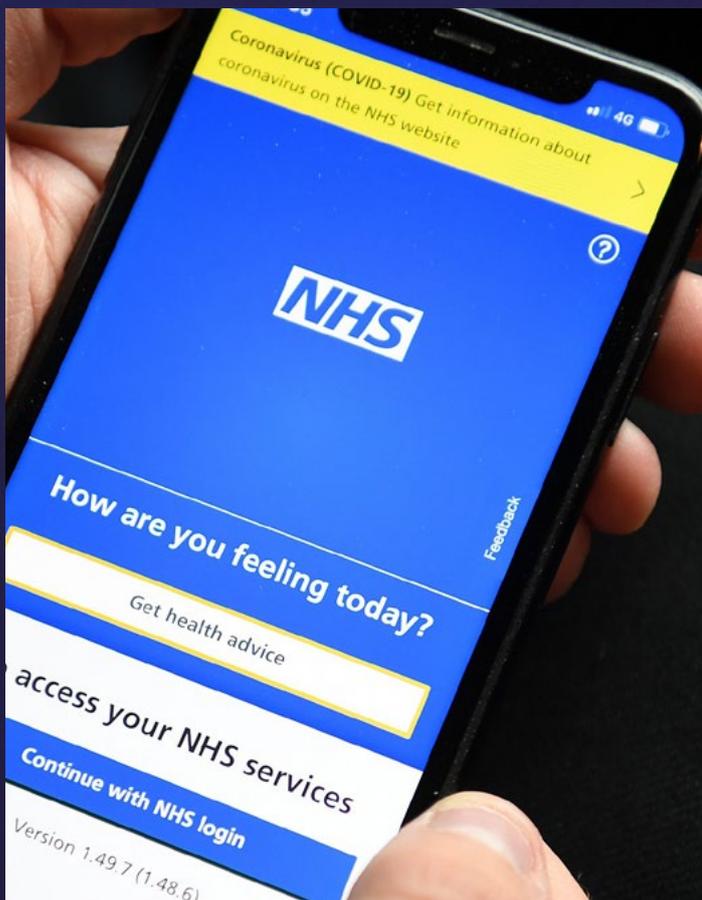
## Bathrooms

All bathrooms will be checked and maintained by a dedicated team of cleaners. ExCel have installed a Nimlok Entry Management System at the entrances to all bathrooms, located along the boulevard, to assist with managing the flow of people.



## Stay Home

Finally, as much as we want to see you join us, we kindly ask you to respect everyone's health and safety. If you feel at all ill - including mild cold symptoms or a high temperature - please stay at home.



# Exhibitor List

Exhibitor	Stand	Exhibitor	Stand
Allwag Promotions	H30C	Levy UK & Ireland - London Venues	Let's Do London
Aluvision NV	H34C	Lick Me I'm Delicious	G10C
Aniseed Photo	K48C	Lime Venue Portfolio	N20C
Artempo	K51C	Live Buzz Ltd	H24C
Ashridge House Events & Conferences	UKV1	London Transport Museum	Let's Do London Pavilion
Ashton Gate Stadium	UKV2	Manchester Central	TBC
ASP Solutions Ltd	A45C	Marketing Liverpool	J9CC
Aztec Event Services UK	H32C	MatrixDecor	C40C
Barmotion	P24C	Media Hut	J10C
Bath & West Showground	UKV4	Meetyoo Conferencing	K40C
beMatrix	F54C	Metalworx	B40C
Blackpool Ent	J22C	MOBILE MOMENTS	I2C
Blue Hat Team Building	A51C	MXL Ltd	H47C
Bubble Incorporate	H20C	Network Tables	ETL3
Butlin's Conferences and Events	I26C	ODEON Events	K24C
Cadence	N40C	Picture Mosaics	K20C
Catch the MICE	ET2	Press Red Rentals	G54C
Celtic Manor	AVG8	Reattendance	M20C
Chill and Charge	D54C	Reference Technology Ltd	N26C
chooseyourvenue	J12C	Rocket Exhibition Services	F30C
Circdata	K32C	Roll Me Up	A60C
Circdata	TBC	servicerobots.com	F4C
Club Vino	N22C	SFL	K57C
Collaborate Global	TBC	Shocklogic	K54C
Compass Tours Incoming	J18C	Showcase AVI	Tech Theatre
Conference Eastbourne	J14C	Silent Seminars	J17C
Conference Expo - Nimlok	E44C	Simply The Best Events Group	J2C
Delaware North - London Stadium	Let's Do London	Sli.do	N26C
Eikon Exhibition Centre	K44C	Smart Group	I32C
Event Cup Solutions	A40C	Smartpicsuk @ Event Photography	F30C
Event Rhino	H50C	Spectrum Event Technologies	P50C
Event Tree	G12C	SWAPCARD CORPORATIONS SAS	L45C
Events Harrogate	F32C	Tag Digital Ltd	K55C
EventsAIR	L30C	Tecna UK	H20C
Evessio	N52C	Telford International Centre	K22C
Evolution Dome	F20C	The Barista	I20C
ExCeL London	I13C	The Bug Club	F3C
ExpoPlatform	M26C	The Kia Oval	Let's Do London Pavilion
FI Exhibition & Conference Centre	D24C	The Tekk Group Ltd	N24C
FI Exhibition & Conference Centre	I24C	TouchscreenRentals.co.uk	P52C
Flexestand	G20C	Translatable	A52C
Frog Connexion	J15C	UNGERBOECK	L24C
Gloucester Rugby Ltd	UKV3	UTAC	K30C
Good Hotel London	HP1	Vectorworks	G52C
Gravity Fitness Limited	I22C	Venues.org.uk	J16C
Groups360	P20C	Virtual Expo 247	ET18
Hilton UK & Ireland	J44C	Virtual Ivent Ltd (Ivent)	Tech Theatre
Hospitality & Events North	J13C	Xtreme Vortex	F3C
House of Daniel Thwaites	J11C	Yahire	TBC
Human Built	H42C	Cvent	H16C
ID&C	E40C	The Eastside Rooms	I34C
International Convention Centre Wales	AVG9	LNER	K16C
Jovis Productions	B78C	GWR	K16C
KUDO	K43C	Avanti	K16C
Lead Forensics	H22C		

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# Floorplan



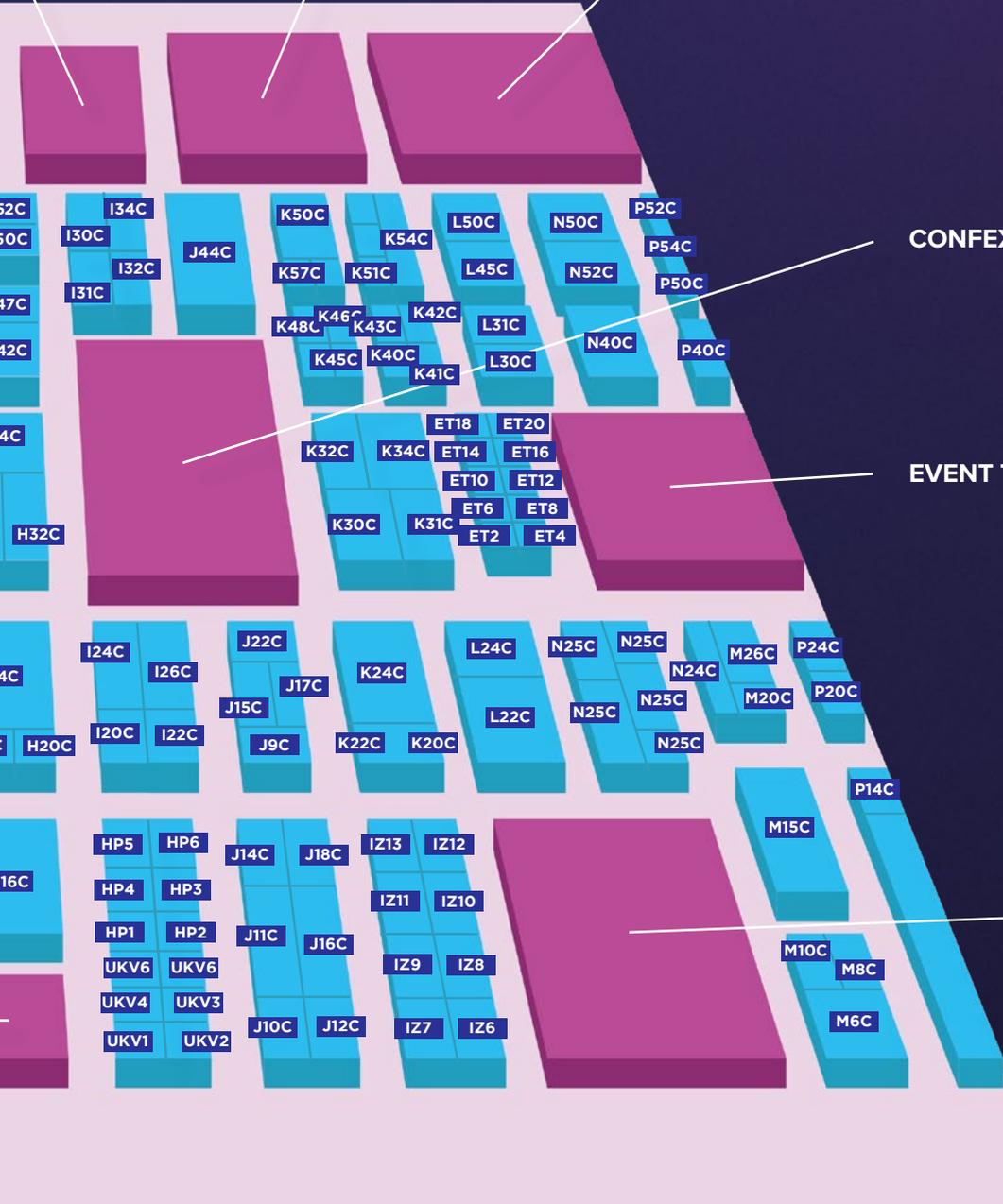
"International Confex is unarguably one of the must-attend events in the exhibition industry calendar and this year was particularly special. It was great to be back meeting face-to-face with the who's who of the industry, reconnecting with old friends and discovering exciting new suppliers."

Nicola Macdonald, PR Director - Montgomery Events

D  
KING

VIP LOUNGE

KEYNOTE THEATRE



CONFEX NETWORKING BAR

EVENT TECH THEATRE

LET'S DO LONDON

# PORTABLE



Do you need an **affordable and reusable** exhibition stand or **portable display** to help communicate your brand message? Our **Portable Display Shop** will deliver it to your doorstep.

# CUSTOM



If you are looking to create an **out-of-this-world brand experience**, **WE** create **custom-built**, unique stands and exclusive brand spaces.

# MODULAR

*Skyline*<sup>®</sup>  
whitespace

When your focus is **brand engagement with sustainability in mind**, **Skyline Whitespace** delivers **modular** exhibition stands with **creative engagement** tools.

# CORE

whitespaceXpo

Do you need **impeccable delivery of all core services** for events like Confex? **Whitespace XPO** is your point of contact.



# We do more than design and build exhibition stands, we define spaces that bring your ideas to life

With **sustainability in mind**, extraordinary brand engagement and a smooth customer experience, we provide core services, custom, modular, portable and digital solutions for exhibitions and events. From conception, to production, to delivery. All under one roof.



Whitespace is the area for creation, the pause for thinking, the gap between two words, the blank piece of paper. In this space, anything can happen, everything can be conceived. The Whitespace Group defines this space for brands to create outstanding experiences both physically and virtually.

Find out more by visiting [whitespacegroup.uk](https://whitespacegroup.uk)



# Featured Exhibitors

## Jovis Productions

A42C

Jovis Productions offers solutions for your image making dilemmas when recording events, promotions, and all aspects of corporate activities. Our specialist photographers and video production teams have unrivalled experience in producing high quality images and footage for any of your companies' activities. We can tailor packages to suit your requirements no matter how large or small, anywhere in the UK or worldwide. In a world of easily produced mass image making Jovis Productions strongly believes that traditional professional high-quality images make a distinct difference. This is borne out when you look at the impressive list of clients our image makers have successfully produced work for. Let Jovis Productions take the hassle of commissioning creatives out of your hands, and we will deliver a successful high-quality outcome from end to end production.



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## Compass Tours Incoming

J18C

The German destination company with four offices covering every region in the country, Compass Tours Incoming has a stellar reputation that reaches far beyond Germany's border. It was named among the Top 25 Destination Management Companies worldwide by Special Events Magazine—indeed, it is the only German establishment to ever make the list. Founded in 1974, its well-trained staff in Berlin, Frankfurt, Hamburg & Munich reflect a diversity of ages, backgrounds & skills. This unique blend of personalities & experience proves a valuable resource for incentive houses, event agencies, meeting providers, PCOs & their clients alike. Please see [www.cti-dmc.de](http://www.cti-dmc.de) for further information.

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# Sponsors and Partners

## Event Partners



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Reduce operational stress with the Conference Expo portal and dedicated Project Manager

# Event organisers it's time to deliver sustainable events!

Reducing the environmental impact  
**OF GREAT EVENTS**



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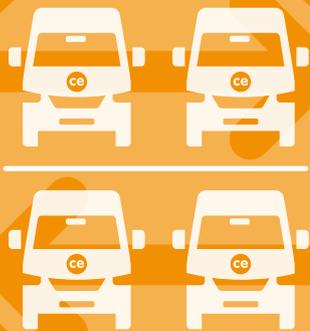
helps organisers deliver **sustainable events** through the consolidation of logistics and re-use of hired stands

Our format reduces **ce** CO<sub>2</sub> emissions



**4**

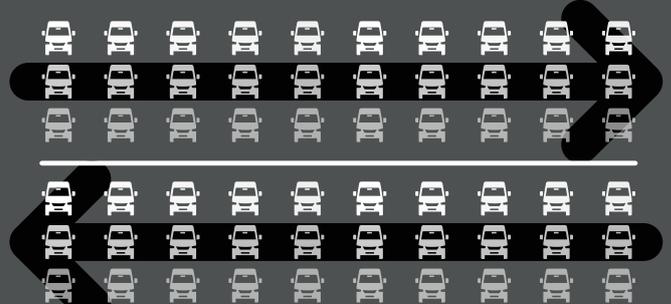
van deliveries & collections



conference  
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**TRADITIONAL** "bring your own pop up" event



**60**

van deliveries & collections

VS

CO<sub>2</sub>

DIFFERENCE =

-56 vans

A typical large van emits...

**0.4 kg**  
of CO<sub>2</sub> per mile

so **56** van movements of **50** miles (100 miles round trip) would emit **1120kg**

(OVER ONE METRIC TONNE)

of

CO<sub>2</sub>

This calculation assumes all deliveries and collections are approx. 50 miles in each direction.

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