



5 SERIES

Are you finding it hard to connect with event buyers?

A sales manager's time is best spent in front of potential customers, generating revenue for your hotel or venue. By joining the **IVR 5 Series** you take advantage of a year long programme that eliminates the time and effort you would take to generate appointments with event buyers that are often difficult to reach.

HOW DOES THE IVR 5 SERIES WORK?

You will attend **five events** throughout the year and will meet up to **60 different** booking agents and events planners from across the UK that have a genuine interest in Independent Venues.

We know that some people prefer events during the working day and others benefit from attending an evening event. If you would prefer to attend **morning appointments** then you would need to sign up to the **October intake**.

If **evening appointments** are more suitable for you then go for the **March intake**, making the IVR 5 Series flexible to suit your needs.

Saving you time and offering great value for money!

We estimate it would take around **30 business days** for you to find the right person, make and attend the appointment without cancellation, not to mention the travel to more than five locations. This alone makes the IVR programme both a major time saver and great value for money.

Increase your sales and revenue and let IVR grow your business.

EVENING TIMINGS

- 3:30pm** Arrival and set up
- 5:30pm** One-to-one appointments
- 6:45pm** Comfort break
- 7:00pm** One-to-one appointments continue
- 8:15pm** Dinner and drinks, a great opportunity to get to know the buyers and strengthen those relationships*

MORNING TIMINGS

- 8:30am** Breakfast networking*
- 9:15am** Set up
- 9:45am** One-to-one appointments
- 12:15pm** Approximate finish time

*Evening dinner and drinks, and breakfast networking are open to all venues regardless of whether your appointments are evening or morning.

WHY SHOULD I JOIN IVR?



You will meet up to
60 pre-qualified buyers over the
period of the programme with
booking agents and corporate
event planners from across the UK

Coombe Abbey Hotel have worked with CHS for the past three years exhibiting at the annual CHS show in Leeds and also taking part the Independent Roadshows and showcase events throughout the UK. These events have given us the opportunity to present our venue and build relationships with numerous conference organisers that we wouldn't independently have been able to access.

We are delighted to have recently converted an enquiry gained at one of the IVR Roadshows which is valued at approximately £50,000 - a wonderful return on investment!

Coombe Abbey Hotel



Special exhibitor accommodation rates at host venues so you can continue to network with buyers in a less formal setting



An ongoing social media campaign to help you reach a wider audience, CHS has **10,000 followers** across all of our social channels



Save time and money, we estimate you will save 30 business days compared to arranging meetings individually

We've definitely seen an increase in enquiries since Harrogate Convention Centre joined the IVR programme in 2018. It's given a real boost to our brand where it matters - with buyers at events. We're now into our second year on the programme and it's been really useful to be linking up with so many UK buyers and agents.

Harrogate Convention Centre



Attend morning or evening appointments, making it **flexible to suit your needs**

BOOK MY PLACE...

5 SERIES 

Complete the booking form and please return via email:

Name:	Tel:
Email:	
Company Name:	Company Tel:
Invoice Add:	Postcode:
	Tick if Company Address is the same
Company Add:	Postcode:
Accounts Email:	PO No:
Accounts Tel:	

Please choose from the following:

- October 2019 intake (morning appointments)
- March 2020 intake (evening appointments)

Payment Terms: **Total Invoice = £3,500+VAT**

- » Deposit of 50% invoiced upon booking
- » Final 50% invoiced in March 2020 (October intake) and August 2020 (March intake)

Please note: There will be a charge of £35 for an additional colleague - for the additional administration and catering purposes.

Please tick if you would prefer one full invoice now

By signing this form you agree to the Terms and Conditions of Sale:

Authorised by:	Signed:
Date:	

Secure your place now or for more information please contact Chloe Watson:

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To find out more about the show, visit:
CHSGROUPUK.COM