

ICCA UK & Ireland Chapter Summer Debate

27 & 28 June 2013

The ICC,
Birmingham

Drivers for Customer Loyalty, the Psychology of Selling



When: 27 & 28 June 2013

Lunch and Debate – Thursday 27 June 2013, 1200 – 1700 hrs

Drinks Reception – Thursday 27 June 2013, 1705 – 1745 hrs

Informal Dinner – Thursday 27 June 2012, 1915 – 2230 hrs

Debate and Lunch – Friday 28 June 2012, 0845 – 1345 hrs

Where: Birmingham!

Venue:

The debate will be held at **The ICC Birmingham** which is superbly positioned at the heart of the UK and its transport network. A truly international city, Birmingham is within easy reach of one of the country's main international airports, the UK's largest interchange rail station and a motorway network that connects The ICC to every part of the UK and beyond.

The ICC, Broad Street, Birmingham, B1 2EA
+ 44 (0) 121 644 5025
www.theicc.co.uk

How to get there:

The airport is just 8 miles/13km from the city centre and is directly linked to Birmingham International Railway Station via an Airlink Shuttle. Birmingham International Railway Station operates up to 9 trains an hour to Birmingham City Centre so visitors can go from plane to train to The ICC in minutes.

Who should attend?

ICCA UK & Ireland, ABPCO, IAPCO, MIA and MPI 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:

The debate, entitled "**Drivers for Customer Loyalty, the Psychology of Selling**", takes a new perspective on the traditional sales plan by looking at the psychology of sales. New research* shows that for 58% of clients the real driver for their decision making is the sales experience, over price, brand or service delivery. Why do customers buy from you?

**The Challenger Sale, Matthew Dixon*

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

- Drivers for Customer Loyalty
- The Psychology of Sales and Marketing
- Perception of Selling

Students from the University College Birmingham with the Tourism and Events Courses will also present their perception of selling.

All delegates will receive a copy of Mike van der Vijver's book "Into The Heart of Meetings".

Social Events

Drinks Reception at the ICC – Thursday 27 June 2013, 1705 – 1745 hrs

*Location for the Informal Dinner TBC – Thursday 27 June 2013, 1915 – 2230 hrs

Meals and Refreshments

Tea and Coffee will be served on throughout both days. Lunch will be served on Thursday June 27 from 1230 – 1330 hrs and Friday June 28 from 1300 – 1345 hrs. Please note these times are provisional and may be subject to change.

Dress

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

Cost

Only £99.00 per person for ICCA, ABPCO, IAPCO, MIA and MPI members and £149.00 for non members. The informal 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.

*Marketing Fee Contributing Members please contact Jacqueline Bergstrom, ICCA UK & I Chapter Secretariat on how to register.

How to register

Please visit the link listed below to complete online registration:

https://aecc-webshop.ungerboeck.com/reg/reg_p1_form.aspx?oc=10&ct=CONF&eventid=17721

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Accommodation

Below please find hotel options at preferential rates.

Hampton by Hilton Birmingham Broad Street:

200 Broad Street, Birmingham, B15 1SU

£69.00BB rate for double rooms for single occupancy. Please visit below link or call 0121 329 7450 with booking Reference **AC1**

http://hamptoninn.hilton.com/en/hp/groups/personalized/B/BHXBSHX-AC1-20130627/index.jhtml?WT.mc_id=POG

Crowne Plaza Birmingham City Centre:

Holliday Street, Birmingham, B1 1HH

£69.00BB rate for double rooms for single occupancy. To book rooms please call 0121 224 5018 or email reservations@cpbhmamcity.com and quote **ACC**

Useful Contacts

Kerrin MacPhie – ICCA UK & I Chapter Chair – Tel: 44 (0) 151 703 7260 or 07921941919

Jacqueline Bergstrom – ICCA UK & I Chapter Secretariat – Tel: 44 (0) 1224 330407 or 07813 152257