

INTERNATIONAL
FESTIVAL FOR
BUSINESS
2014



VISITOR ECONOMY EVENTS

THE UK'S INTERNATIONAL FESTIVAL FOR BUSINESS

LIVERPOOL, JUNE-JULY 2014

IFB2014.COM



FESTIVAL
PARTNERS



This summer, **THE INTERNATIONAL FESTIVAL FOR BUSINESS (IFB) 2014** will be held for the first time in the iconic city of Liverpool.

IFB 2014 is the largest global concentration of business events during the year. The 50 - day festival spanning 7 weeks across June & July will attract business delegates and trade intermediaries from around the world, with the aim of stimulating the UK economy through increased trade and investment.

This year the visitor economy will have a significant presence with national tourist board VisitEngland, British Destinations, ETOA and The Tourism Society, delivering a full programme of events at the festival.



Museum of Liverpool



The Mersey Ferry and Liverpool Waterfront

Growing international visitor numbers to Liverpool – B2B Networking UKINBOUND

2 June 2014

Venue: Jury's Inn

As part of the Tourism Symposium, UKinbound is bringing a Discover Workshop to Liverpool on the morning of Monday 2 June. The workshop consists of pre-scheduled meetings between Liverpool city region tourism suppliers and tour operator delegates. Following the workshop, delegates and suppliers have the option of staying on for the Tourism Society fam trip and evening reception on Monday 2 June and the symposium on Tuesday 3 June.

For more information contact: 02073957500
www.ukinbound.org/events

The Tourism Symposium - "The role of tourism and culture in creating economic success"

THE TOURISM SOCIETY

2 - 3 June 2014

Venue: Merseyside Maritime Museum and Tate Liverpool

The programme will explore how distinct strands of culture, tourism and the arts can work together to maximise the opportunities for business, growth, employment, and visitor numbers. Panellists include leading figure John Kampfner, Director of the Creative Industries Federation, who will give the keynote address.

Tickets cost just £115 for Tourism Society members (£125 for non-members), and include the Study Tour and evening Reception (June 2nd) and the Symposium (June 3rd).

Visit www.tourismsociety.org or call 0207 269 9693 for more information



Ramada Hotel, Southport

Mind the Gap – Addressing the Tourism Divide VISITENGLAND

10 June 2014

Venue: Museum of Liverpool

This conference will feature headline speakers who will engage in a half-day of panel discussions and presentations designed to explore the opportunities and challenges facing the regional growth of tourism around the country.

For more information contact:
Elisabeth.ghanouni@visitengland.org

England House Debates VISITENGLAND

11 & 12 June 2014

As part of the tourism programme at IFB, VisitEngland will be hosting a number of thought provoking debates discussing major issues currently affecting the industry.

Feedback from these debates will be central to the revision of the national strategy for tourism (The Strategic Framework for England). There are four debates and the aim is to challenge received wisdom and engage with people involved with the sector as well as experts in the area who have valuable perspectives and insights in the subject areas chosen for the individual sessions. These sessions will be by invitation only.

For more information contact:
Elisabeth.ghanouni@visitengland.org

Visitor Destinations – The Art of Minding Other People's Business BRITISH DESTINATIONS

16 - 17 June 2014

Venue: Ramada Hotel, Southport

This conference will examine the opportunities and challenges for destination management and their partner businesses, especially those created by the recent emergence of a number of wider destination based Business Improvement Districts (BIDs) and of the forthcoming review of business rates in England and Wales.

www.britishdestinations.net

The Future of City Tourism ETOA IN ASSOCIATION WITH VISITENGLAND 17 June 2014

Venue: The Rum Warehouse

The conference will explore trends in city break tourism, and the extent to which both cities and tourists will be transformed by this growth. Chaired by Tony Travers for the LSE, it brings leading figures from the field including Professor Michael Parkinson, Sir Terry Farrell, Lloyd Grossman and Sir Howard Bernstein.

For more information and how to register, please contact Mags Gonzalez: mgonzalez@etoa.org or tel: 020 7499 4412 or visit www.etoa.org

ICCA UK & IRELAND CHAPTER MEETING 1 July 2014

Venue: ACC Liverpool

To coincide with the inaugural International Festival for Business 2014 the meetings industry trade organisation, ICCA UK & Ireland Chapter are meeting in Liverpool to discuss how the UK and Ireland can increase market share of global events. The Chapter will also discuss activity planned for the coming year to include meetings, events and trade show attendance. For more information go to www.iccaworld.com

1 July 2014

Venue: ACC Liverpool

Liverpool will be hosting Board Meetings for the following organisations:

BVEP. ABPCO. ICCA. HBAA. AEV/ESSA
EVCOM. ISES



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EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

Battle of the North West WEEK OF FOOD AND DRINK 7 July 2014

Venue: St George's Hall

5 Colleges will show off the skills and talents of a team of four waiters and four chefs preparing, cooking and serving a four course menu with local seasonal ingredients. 'The Battle of the North West' is designed as a realistic test in the humbling beauty of St George's Hall, the teams will not only have to cook and serve the dinner but prior to the event will have had to 'market' the event to paying customers giving the students the sense of commercial pressure they will face in the commercial world. The competition elements; preparation, cooking, service and marketing will be judged by some of the top judges in the country from the best of our professional associations using the guide lines of the World Skills Council.

For information email: markbrown@nw2.ltd.co.uk

The British Chefs Festival Dinners 8 & 9 July 2014

Venue: St George's Hall

These two evenings continue our desire to focus on education and training and feature new Craft Cuisine qualifications. The participating chefs are producing these dinners as completion of the pilot programme, which, following this event will be launched across the UK as a fully accredited Head Chef qualification.

For information email: markbrown@nw2.ltd.co.uk

Gala Dinner in Aid of 'Chefs adopt a school' 11 July 2014

Venue: Anglican Cathedral

The Grand finale of the week of Food and Drink is designed to be a gastronomic celebration of all that is great about our industry. A brigade put together from the chefs of the Royal Academy of Culinary Art led by Paul Askew and Stephen Doherty MCA former head chef of Le Gavroche and all the college teams from the Battle of the North West to deliver five courses with matching wines for our guest of Honour and distinguished guests.

For information email: markbrown@nw2ltd.co.uk

Please save the dates now, and check the IFB 2014 website for more information on the IFB and how you and your business can be a part of it.