

## **ADVANTAGE MEETINGS AND EVENTS CELEBRATES A SUCCESSFUL FIRST YEAR**

**London, August 2019** – Since the launch of Advantage Meetings & Events (AME), in June 2018, the dedicated meeting and events resource and white-labelled event management service has aided nearly 100 members. AME is a dedicated meeting and events team which acts as a seamless extension to members' businesses.

Since its launch, Advantage has welcomed an additional full-time AME employee to support the increasing volume of member enquiries. Members have also been able to utilise a variety of digital tools, from venue finding portals, a global tax reclaim service to group visa solutions and a small meeting booking platform, which is available to Advantage members at no cost and can be upgraded to a white-labelled, bespoke solution for members to provide to their clients. Advantage has hosted group buyer programmes for members at The Meeting Show and IMEX Frankfurt, and members have been given the chance to be involved in shaping the operational and strategic direction of AME through the establishment of two advisory boards.

Andrew Winterburn and Ian Quartermaine, Directors at Advantage Meetings & Events, commented: "The success of AME has been phenomenal and the demand from members highlights the business growth opportunities in the meetings and events market that many are utilising. AME's second year of operations will be just as exciting as the first, as we will be hosting a new innovative format for the Meetings Master Forum on 1 October 2019, member webinars focused on the Introduction to M&E, Small Meetings and Boosting your M&E Business, as well as launching new Crisis Management advice and Strategic Meetings Management Programme (SMMP) Consultancy services."

Mandy Rayson, Support Manager at Norad Travel said: "Norad Travel has used the Advantage Meetings & Events service four times this year and we are delighted with the service received and the professional branded proposals that we were able to send to our clients. Our clients' meetings and events needs are varied, with a lot of small to medium meetings in repeat locations which we can easily handle, but they do also need some larger conference packages and ask us for a variety of locations and options – this is where the Advantage Meetings & Events service has been invaluable, and a much more economical option for us than investing in our own search tools. The team has been fantastic, chasing and liaising with the hotels on our behalf until we reached the contract stage, when

we took over. The service has saved us so much time and provided a vital extended service for our clients.”

Steve Fossett, Travel Professionals, commented; “We needed some guidance when a large corporate client was looking to streamline their internal incentive events. Giving their users a seamless registration process was key and the Advantage Meetings & Events team were incredibly patient and full of ideas on how to make the site flow freely, giving the best possible user experience. The site, created using Cvent, was eye-catching, informative and very organised. I would not hesitate to recommend AME and we are looking forward to working with them again soon on future projects.”

The proven success of Advantage Meetings & Events led to the establishment and launch of WIN Meetings & Events to provide international Travel Management Companies, part of the WIN Global Travel Network, access to the same services as Advantage members.

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**Note to editors:** Advantage Travel Partnership is the UK’s largest independent travel agent partnership. Advantage leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £4.5bn of travel sales each year, making members experts in every aspect of the travel industry.

Advantage Travel Partnership is majority shareholder of WIN Global Travel Network representing 95 per cent of the company. WIN is a select group of corporate travel specialists working together to provide a superior service to global clients. They provide local service excellence using global products and technology to build a truly Locally Global solution. There are around 6,000 travel agent members in over 75 countries worldwide.