

St Paul's Cathedral
Harrods
BMA House
Lord's
Earl's Court
Aquatics Centre
luxury
Thames Tall Ship Cruise
Madame Tussauds London
North Park Events Lawn
Searcys Champagne Bar
Inner Temple and APEX Temple Court

**IMAGINE YOUR NEXT EVENT IN
LONDON**

Aspers Casino and Sky Bar
ZSL London Zoo
Lancaster London
Albannach
Multi-use Arena
LONDON

ExCeL
Hilton Wembley
Bulgari Hotel
ArcelorMittal Orbit
South Place Hotel

sport
Inneventive
ME Hotel
British Museum
Sadler's Wells
Science Museum
Floridaita
Cigalon
Wembley
Trinity House

nature
Corinthia Hotel London
Formans Fish Island and Formans East
LONDON

W Hotel
Barbican Centre
Royal Albert Hall
HM Tower of London
Aloft at ExCeL
One Great George Street
South Park Hub
EDF Energy London Eye
Queen Elizabeth Olympic Park
Kethners
Skylon
London Syon Park

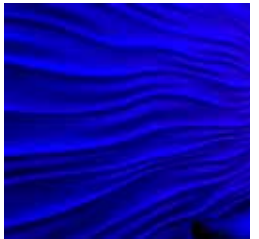
2012
Household Cavalry Museum
Somerset House
The Shard
Kensington Palace

The Roof Gardens
Royal Air Force Club

LONDON™
& PARTNERS



**AN INSPIRATIONAL TOUR OF LONDON'S
NEW AND IMPROVED EVENT VENUES**



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Meet our experts



LONDON – THE BEST JUST GOT EVEN BETTER

When the great gets even greater, it's time to sit up and take notice

And that's just what's happened to London.

It's already acknowledged as one of the greatest cities in the world to hold events of all sizes and types. Now the London 2012 Olympic and Paralympic Games has delivered or inspired a glorious array of new and improved venues to appeal to the world.

As this booklet reveals, these venues extend far beyond the purpose-built Olympic Park, now known as the Queen Elizabeth Olympic Park. They also include venues inspired by the enduring glow of the Games' famous five rings.

Indeed, many venues were opened or refurbished specifically with 2012 in mind, to cater for the needs of the thousands of visitors and athletes alike.

London also showcases venues of unparalleled heritage and history, several used to house Olympic activities.

Venues which appeal to the luxury market comprise the jewels in London's crown, particularly those which have changed the London skyline.

And it's not just London's skyline which has altered – its landscape has too, with nature to the fore in creating several wonderful new outdoor spaces.

Finally, sport in general has taken its lead from the Games. London's existing and new sports venues are now ready and waiting to host events designed to motivate teams and individuals to Olympian achievements.

This booklet will give you a taste of the inspiring venues London offers the world.

But there are lots more – to see them, just visit the London & Partners official convention bureau website: www.londonandpartners.com/convention-bureau

Better still, come and see them in person.

A LEGACY BEYOND LOCATIONS THAT'S HERE TO STAY



People

Hosting the biggest event in the world has genuinely enhanced the existing event industry skills London already possessed – and showcased the city's ability to welcome global visitors to the capital.

Pride

There is a renewed sense of pride in London. This is exemplified by the volunteering culture which now exists. This can all be brought to bear on future events, providing a knowledgeable, human face to welcome the world.

Partnership

The Games showed how partnership in its many forms can be harnessed to deliver world-class events. This includes partnership across and between the 33 London boroughs and crucially, between the city, event owners and key stakeholders.

Perception

With the scrutiny of the world upon it, London delivered on time, on spec and on budget. A global audience of almost five billion watched the Games. All will have been impressed by the city's professionalism. London's global reputation has ascended new heights.

Product and places

London's overall infrastructure has improved as a result of London 2012. A £6.5 billion transport upgrade now sits alongside the existing visitor and retail attractions. London now offers over 102,000 hotel bedrooms – and they're all here to stay, literally.

Personality

The events of summer 2012 have revealed London's all-round personality. You can rely on its great organisational skills, and its ability to mix heritage with innovation. A few years ago, who would have thought Beach Volleyball would be played at Horse Guards Parade?

Permutations

London 2012 showcased to the world how its open spaces could be adapted for visitor and competitor use. It also showed how temporary (pop-up) structures and spaces could be created to great effect – and how cultural programmes can engage a wider audience.

Pipeline

As a result of all the above, there has been an upsurge in enquiries about hosting major events in London. The message to the events and business tourism world is: 'If you want to come to London, you'd better talk to us as soon as possible'.

Overall, London has been seen to be a fun place to live and work – and a brilliant setting for unforgettable events.

If motivating to new performance heights is your event's goal – where better than an Olympic venue?

Some of these venues are within the Queen Elizabeth Olympic Park, and some in parts of London now irrevocably linked to the sports they serve. All can add Olympic glory to your event.

INSPIRED BY...

SPORT

Here's how a snapshot of London's sporting collection shapes up:

- ① Aquatics Centre
- ② ExCeL
- ③ Lord's
- ④ Multi-use Arena
- ⑤ Wembley

AQUATICS CENTRE

QUEEN ELIZABETH OLYMPIC PARK | www.londonlegacy.co.uk/corporate-events

1

Custom-built for the Olympic and Paralympic Games, the remarkable Aquatics Centre saw 400 medals awarded across the swimming, diving and synchronised swimming events.

Now your event can bask in the reflected glory of these medal winners. Apart from

becoming a local community facility, it will continue to be used by elite swimmers for training, plus can be transformed into a unique event experience.

The venue is made up of two 50m pools and one 25m diving pool. With its moveable floors it can transform itself

into an exceptional event venue, ideal for poolside gala dining for up to 500 people or team building days.

Available from spring 2014, the whole centre is a potential playground for creative event planners.



EXCEL LONDON

ROYAL DOCKS | www.excel-london.co.uk

2

ExCeL London is the capital's largest convention and events venue.

It played a major role in the Olympic and Paralympic Games, hosting seven Olympic events, including boxing and wrestling, and six Paralympic events, such as wheelchair fencing and sitting volleyball.

It offers a vast 100,000 sq m of flexible event space, including London's first International Convention Centre. The list and type of events it has hosted is virtually endless, attracting visitors and delegates from all over the world.

Situated close to Canary Wharf and City Airport, it is part of a 100-acre campus which includes six onsite hotels, including the closest and newest, Aloft at ExCeL (see venue no.7) and numerous bars and restaurants.



Lord's is the world 'home of cricket' and its wealth and range of facilities mean it has become a coveted event venue. It was particularly coveted during the Olympic Games, when it hosted the archery competition.

The ground itself stretches back to the 19th century and has capacity of just under 30,000. Behind the scenes, its event spaces are versatile and full of character. They range from the historic Pavilion to contemporary event space such as the cutting-edge JP Morgan Media Centre.

A tour of the iconic grounds can also be included for guests with a penchant for the past.

It is easy to reach by public transport and there are many excellent hotels nearby for those attending conferences or staying overnight.



MULTI-USE ARENA

QUEEN ELIZABETH OLYMPIC PARK | www.londonlegacy.co.uk/corporate-events

4

The Olympic Multi-Use Arena is now London's third-largest arena, with a 6,000 capacity.

This will be expandable to 7,500 for conferences and trade shows and will be able to seat 2,000 people for banquets, gala dinners and concerts.

It was built for the London 2012 Olympic and Paralympic Games, where it became affectionately known as the 'Copper Box', producing an incredible atmosphere thanks to its intimacy and acoustics.

It was used to stage several sports, including handball, the fencing element of

the Modern Pentathlon and the Goalball competition in the Paralympics.

Located on the west side of the Queen Elizabeth Olympic Park, it will open in the summer 2013 and is expected to host a wide range of indoor sports training and competitions as well as cultural and business events.



WEMBLEY

NORTH-WEST LONDON | www.wembleystadium.com

5

Wembley is England's highest-capacity football stadium and can seat 90,000 spectators. It was filled to capacity during the Olympic Games, witnessing a nail-biting final between Brazil and winners Mexico.

The stadium contains an extensive range of meeting spaces, with rooms ranging from 616 to 3,480 sq m in size, which suit all types of event from conferences, meetings and product launches to awards ceremonies and exhibitions.

The Great Hall alone can comfortably seat 1,200 for banqueting.

There is plenty of parking space onsite and there are three train stations close to the venue. Several hotels are a short walk away, the closest – and newest – being the Hilton Wembley (see venue no.10).



By any criteria, the London 2012 Olympic and Paralympic Games were a huge success. They galvanised a nation before they took place, they delighted the world while they were on – and now they are delivering a multi-faceted legacy.

INSPIRED BY...

2012

London has seen a raft of new event options created in readiness for this great year, such as:

- ⑥ Aloft at ExCeL
- ⑦ ArcelorMittal Orbit
- ⑧ Aspers Casino and Sky Bar
- ⑨ Hilton Wembley
- ⑩ Searcy's Champagne Bar

ALOFT AT EXCEL

VICTORIA DOCK | www.aloftlondonexcel.com

6

Officially launched in the summer 2012, Aloft London ExCeL is the only hotel in London directly connected to the ExCeL International Convention Centre.

Situated just minutes from the buzzing commercial district of Canary Wharf, and a quick train ride away from London City

Airport, this exciting new hotel is the perfect base for delegates looking to access the business community as well as ExCeL.

Free wired and wireless internet throughout the hotel means you're always connected.

And if you need a break from business, or looking to entertain your delegates, the popular O² music venue is just minutes away, as well as one of the largest shopping centres in Europe, Westfield Stratford City.



ARCELORMITTAL ORBIT

OLYMPIC PARK | www.arcelormittalorbit.com

7

Arguably, one of the visual signatures of the Olympic Park was the ArcelorMittal Orbit. Now, it offers a venue for corporate events unlike any other.

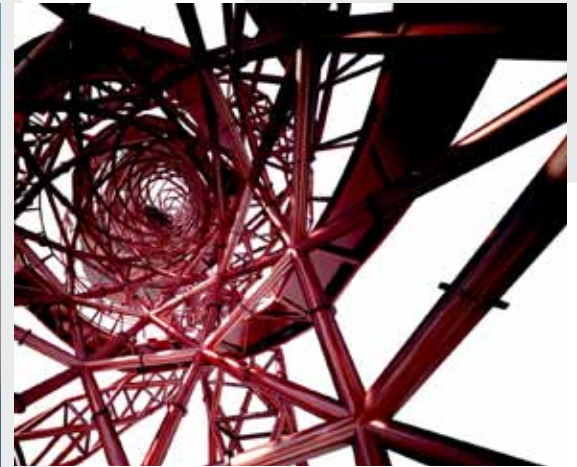
Designed by Anish Kapoor and Cecil Balmond, it doubles as the UK's tallest sculpture and will be available for corporate hire from spring 2014.

It stands at an impressive 115 metres tall, making it 22 metres higher than the Statue of Liberty, to really bring the wow factor to your event.

The building's height gives it stunning views over the entire 250 acres of the Queen Elizabeth Olympic Park, as well as the iconic landmarks of London. These

can be viewed from two glass-enclosed platforms, with a total capacity of 300.

This makes it a dazzling place to hold corporate events, such as launches or drinks receptions. The building is beautifully lit at night, making the views even more spectacular.



ASPERS CASINO AND SKY BAR

STRATFORD | www.aspersstratford.co.uk

8

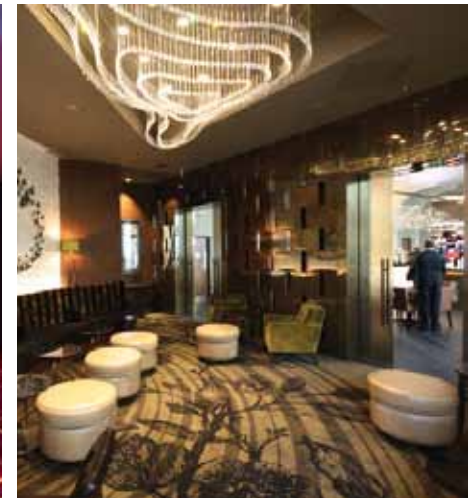
Located in the bustling shopping district of Westfield Stratford City, next door to the Queen Elizabeth Olympic Park, Aspers is the UK's first super casino – and great for really engaging events.

With 70 gaming tables, 150 slot machines and a 150-seat poker room, you won't find

gambling on this scale anywhere else in Britain. There are classic table games such as blackjack and roulette, or newer games like 'Blackjack Switch' and 'Casino War'.

However, Aspers offers plenty more besides gambling. The casino also houses a superb 80-seat restaurant, Clary's.

And to top it all – literally – is the 'Sky Bar' located on the top floor of Westfield Stratford City. It's a great place to impress your guests with stunning views of London's newest district, the multi-faceted Olympic Park.



HILTON WEMBLEY

WEMBLEY | www.hilton.com

9

Directly facing the iconic Wembley Stadium, the Hilton Wembley opened its doors for the first time in the summer of 2012. It therefore welcomed the throng of excited fans heading to the stadium for Olympic football.

So why not take advantage of this hotel's enviable position and host your next event

within kicking distance of one of the most famous stadia in the world? You could even take advantage of the corporate event offer at Wembley Stadium (see venue no.6).

The hotel combines modern technology and stylish comfort – with free WiFi throughout.

The Sky Bar and Roof Terrace showcase breathtaking views of London, and the hotel boasts 10 flexible function rooms, as well as a boardroom and a large ballroom with a capacity for 700.

This all results in a venue to host memorable events – and quench sporting thirsts.



SEARCYS CHAMPAGNE BAR

STRATFORD | www.searcyschampagnebars.co.uk

10

Westfield Stratford City shopping centre is on the doorstep of the Queen Elizabeth Olympic Park. It became the threshold to the Park for thousands of Games' visitors. And at its centre is Searcys Champagne Bar.

It sits in the upmarket 'Village' area, meaning guests are surrounded by some of

the world's most prestigious shops including Gucci, Prada, Dior and Tiffany as they sip their champagne. So why not treat your guests to some high-end retail therapy before a sparkling champagne gathering?

The beautifully-designed bar has a sleek, modern feel, whilst maintaining an intimate, relaxing atmosphere.

All different tastes are catered for, with many different styles of champagne represented. The bar also serves food, with dishes served in small, tapas-like portions, specifically designed to complement champagne.





The clement climate of London means outdoor events abound, particularly in summer.

The city already possesses some excellent outdoor spaces, but several more have been created as a result of the developments needed to host the London 2012 Olympic and Paralympic Games.

INSPIRED BY...

NATURE

In each case, the developers have had the perfect partner – Mother Nature:

- ⑪ **South Park Hub**
- ⑫ **North Park Events Lawn**

SOUTH PARK HUB

QUEEN ELIZABETH OLYMPIC PARK | www.londonlegacy.co.uk/corporate-events

11

The South Park Hub is at the heart of the Queen Elizabeth Olympic Park, itself a new development for the London 2012 Games.

It provides 170 sq m of flexible event space, ideal for hosting small to medium-sized events where you want to create an intimate, exclusive ambience.

Situated in the shadow of the stunning ArcelorMittal Orbit and the Olympic Stadium, the Hub is perfect for hosting private concerts to an invited audience – or any event for up to 150 people.

Its roof terrace overlooks the South Park, the largest outdoor events space in the Park. The South Park covers 20,000 sq m,

and is a great setting for concerts, outdoor shows, large-scale festivals and cultural events. It has a 40,000 standing capacity.



NORTH PARK EVENTS LAWN

QUEEN ELIZABETH OLYMPIC PARK | www.londonlegacy.co.uk

12

The counterpoint to the South Park is the North Park Events Lawn, which covers 12,000 sq m.

It has a standing capacity of 24,000 and like its southern neighbour is perfect for

staging concerts, outdoor shows, large-scale festivals and cultural events.

The Lawn can be used on its own or in conjunction with the wider surrounding North Park spaces depending on an individual event's needs.

Whether day or night, frivolous or formal, intimate or imposing – the North Park Events Lawn guarantees a space to energise your audience.



Inspired by | SPORT | 2012 | NATURE | **HISTORY** | LUXURY

The 2012 Olympic and Paralympic Games enabled London not just to showcase its present, but also its past. Many historic venues – such as those below – were used to great effect during the Games.

INSPIRED BY...

HISTORY

Just like those who benefited from these venues during the summer of 2012, you can harness London's past to inspire your future:

- ⑬ **Household Cavalry Museum**
- ⑭ **Inner Temple and APEX Temple Court**
- ⑮ **One Great George Street**
- ⑯ **Somerset House**
- ⑰ **Trinity House**

HOUSEHOLD CAVALRY MUSEUM

13

WESTMINSTER | www.householdcavalrymuseum.co.uk

On the doorstep of the Prime Minister, Horse Guards Parade and the Household Cavalry Museum it contains provide an unforgettable event location.

During London's Olympics, the area had the honour of hosting the beach volleyball, with crowds of 15,000 cheering on the players.

Venue hire can include the 9,000 sq m Parade Ground, which can host 2,000 guests – meaning they can tread on the footsteps of the Olympic volleyball champions.

The Household Cavalry Museum is also the setting of the Queen's Life Guard, a

350-year-old ceremony still in practice today, affectionately known as 'the changing of the Guard'.

Seated events on the Parade Ground can cater for up to 1,000 people. The museum itself can also be hired for smaller events of up to 140 guests.



INNER TEMPLE AND APEX TEMPLE COURT

FLEET STREET | www.innertemple.org.uk and www.apexhotels.co.uk

Belgium adopted one of London's most auspicious buildings as its hospitality headquarters during the Olympic Games – the Inner Temple. It also harnessed the brand new facilities of the Apex Temple Court hotel to fulfil its accommodation needs.

Based in the heart of London's legal quarter, the Inner Temple is one of

London's four ancient Inns of Court. It has the distinctive atmosphere of a City Banqueting Hall, with space able to house 20 to 1,200 people, making it the perfect venue for every type of conference or business event.

The Apex Temple Court hotel was unveiled in spring 2012 – a wonderful addition to a wonderful year. It is the first hotel

to be built in London's renowned Inns of Court. It is also near the London School of Economics and Political Science – and the Royal College of Surgeons – ideal for legal, business or academic appointments.

To add grandeur to a great location, the combination of these two venues ticks all the boxes.



ONE GREAT GEORGE STREET

WESTMINSTER | www.onegreatgeorgestreet.com

15

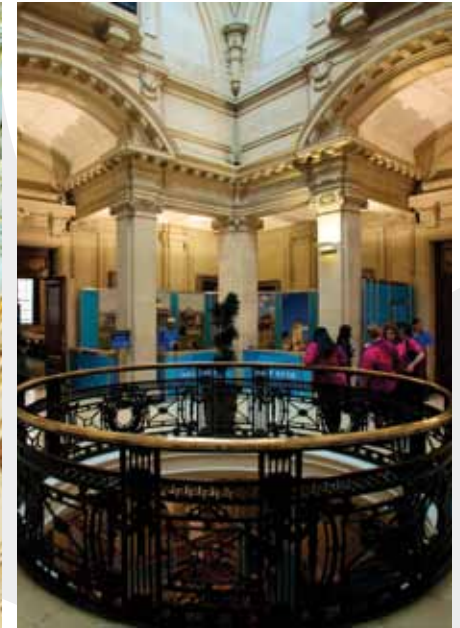
One Great George Street is an historic conference venue, situated in the heart of London's Westminster. It was also the setting for the London Media Centre during the London 2012 Olympic and Paralympic Games, home to some 6,000 journalists.

It means your event can be inspired by history – and the media buzz felt throughout one of the greatest shows on earth.

It is also the headquarters of the Institution of Civil Engineers, and was built in the early 1900s. The beautiful four-domed Edwardian building is surrounded by

London landmarks, such as the Houses of Parliament, Westminster Abbey and St. James's Park.

One Great George Street can host small meetings for 10 people, conferences for 100, elegant gala dinners and major media briefings.



SOMERSET HOUSE

THE STRAND | www.somersehouse.org.uk

16

Somerset House is one of the most popular historic venues in London. It was selected as one of the hospitality houses during the London 2012 Games and transformed itself into Casa Brasil, a mini-Brazil in the heart of London.

At the Olympic closing ceremony, the 3,000-capacity Somerset House courtyard

embraced the carnival spirit and saw Brazilians – and their guests – party the night away.

The neo-classical building contains 11 different event venues. So whether you're holding a small meeting or hosting a large conference, Somerset House has some memorable facilities to match.

These include the famous Courtauld Gallery for events, meaning that a world-renowned art collection can surround your guests as they enjoy a day or evening event.

Embrace your inner carioca to choose this venue for your next event.



TRINITY HOUSE

TOWER HILL | www.trinityhouse.co.uk

17

Yet another historic London edifice was embraced by a nation competing in London 2012 – Trinity House, alongside the River Thames near the Tower of London.

The 250-year-old centre for UK maritime safety hosted the Austrian delegation, transforming itself into 'The Austrian House of Tirol'.

The forecourt was converted in to a summer and winter wonderland so visitors could experience the ambience and flavours of the Austrian Tyrolean mountains first hand. That meant enjoying traditional Austrian food from the Tirol region and the world-renowned Stiegel beer.

Behind the forecourt, the building's imposing neo-classical façade provides

the threshold to some of London's most elegant banqueting and conference rooms.

These rooms can cater for meetings from 10-120, making Trinity House a versatile and desirable venue for social and corporate events.





London's Olympic year didn't just bring world-class sport to the capital – it brought glamour.

This is reflected in several new or remodelled venues, all designed to appeal to the luxury market – and all designed to ensure your event will impress beyond measure.

INSPIRED BY...

LUXURY

Here's a look at London's latest luxury line-up:

- 18 **Bulgari Hotel**
- 19 **Lancaster London**
- 20 **ME Hotel**
- 21 **The Shard**
- 22 **South Place Hotel**
- 23 **W Hotel**

BULGARI HOTEL

KNIGHTSBRIDGE | www.bulgarihotels.com

18

The all-new, five-star Bulgari Hotel is simply spectacular.

One entire floor of the Knightsbridge hotel is devoted to hosting high-quality events, and the Ballroom can seat up to 160 guests for lunch, dinner, and that exclusive conference or ball.

Luxury and faultless service are everywhere at the Bulgari, against the backdrop of an interior design scheme of precious marble and silver. The hotel's 85 beautifully spacious rooms incorporate a blend of Italian heritage with English style, ensuring a glamorous yet comfortable stay. There are also a few surprises: a 47-seater

cinema, hi-tech gym, shimmering 25m swimming pool and a beautiful two-storey spa, home to 11 treatment rooms offering face and body treatments. Il Ristorante, the hotel's restaurant, is headed by renowned chef Robbie Pippin and serves contemporary Italian food.



LANCASTER LONDON

LANCASTER GATE | www.lancasterlondon.com

19

Lancaster London's £11.5 million refurbishment took place just in time for the Games. It has already been voted Best UK Hotel in the 'Meetings' category by 'Meeting and Incentive Travel' readers for the past four years and these further developments will no doubt ensure it keeps this title.

It is rightly lauded for its range of meeting spaces and the award-winning event facilities, available for all types of event.

Part of the reason for the Lancaster's success in the event world is its ability to host meetings for just eight people, right

through to banquets and events for up to 3,000 guests.

And there's hardly a number in between for which the Lancaster doesn't have a specialist suite or space, making the Lancaster an ideal option for more versatile events.



ME HOTEL

THE STRAND | www.melia.com

20

Being unveiled in the autumn of 2012, a stay at ME London will be an exhilarating experience in itself.

The hotel has its place in modern history, as it's located in Marconi House, the Grade II-listed building where the first BBC broadcast took place in 1922.

With meeting space for between 10-300 delegates, ME London stages events with the precise degree of grandeur or intimacy its clients require. It has seven flexible meetings rooms and an additional private dining room for up to 16 people in the hotel's STK restaurant – a modern, New York-style steakhouse.

The hotel's interior and exterior were designed by Foster + Partners, with features including a remarkable white marble, nine-storey high pyramid housing the hotel lobby and champagne bar. Each of the 157 rooms features floor-to-ceiling windows to give guests incredible views of London. ME Hotel is a delightful addition to London's luxury offering.



THE SHARD

LONDON BRIDGE | www.the-shard.com

21

As its name suggests, the design of the Shard is based on a single, sheer 'shard' of glass. But on what a scale.

It is opening in February 2013 and will instantly become the tallest completed building in Western Europe, measuring 310 metres at its highest point.

Behind its crystalline façade will be a vertical city of high-quality offices, world-renowned restaurants, the five-star Shangri-La hotel, exclusive residential apartments and the capital's highest viewing gallery, offering 360° views. On a clear day, you can see France.

For event planners and organisers, the Shard offers amazing high-profile opportunities – literally. Occupying floors 34-52, the 195-room Shangri-La Hotel will offer premium meeting spaces in London's latest landmark, alongside some of the spacious bedrooms in the capital. The sky is only just the limit at The Shard.



SOUTH PLACE HOTEL

MOORGATE | www.southplacehotel.com

22

South Place Hotel is one of London's latest offerings to the event world – it opened in September 2012.

It is the first London hotel of D&D London, which owns and operates more than 30 of the most famous restaurants in London, Paris, New York, Copenhagen and Tokyo.

Style is embedded into every facet of the hotel, based in London's financial district, between Moorgate and Liverpool Street.

It features five meeting and private dining rooms – alongside 80 spacious bedrooms and numerous bars and restaurants. These include a rooftop bar and restaurant with breathtaking London city skyline views.

With its Conran-designed interiors, South Place Hotel combines the buzz of the city and the character of the East End.

South Place Hotel is ideal for experiencing 'real' London in style.



W HOTEL LONDON

LEICESTER SQUARE | www.wlondon.co.uk

23

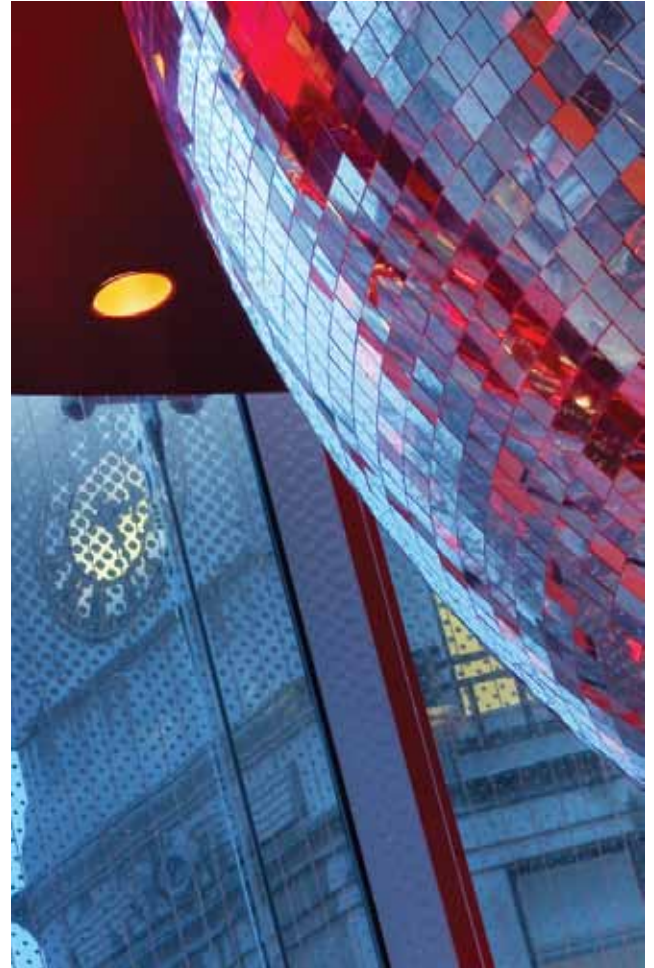
The heart of London's West End, Leicester Square, is home to W Hotel – another new addition to London's already-strong hotel offering.

The hotel's event spaces are versatile and exclusive and include a 39-seat 3D cinema. This can be used for private

screenings, or for theatre-style lectures. Based in London's primary entertainment area, W London is perfect for PR launches, media briefings and interviews, as well as private dinners and high-level meetings.

The hotel also provides uncompromised luxury for those who are staying.

Guests looking to experience West End nightlife can choose between the W lounge bar, to taste the hotel's signature cocktails, and Wyld, the hotel's own night club, with its in-house DJs



MEET OUR EXPERTS

When it comes to guidance on organising an event in London, London & Partners Convention Bureau offers easy access to expertise and experience. The contacts below will be pleased to help in any way they can.

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