

November 2008

PRESS RELEASE • PRESS RELEASE • PRESS RELEASE

MARKETING AWARD WINNERS ANNOUNCED

VENUEMASTERS, the consortium representing over 80 academic venues, is pleased to announce the results of its annual marketing awards. All member venues are eligible to submit entries for three categories; Best Website, Best Promotional Activity and Best Brochure.

This year's judging panel was made up of three industry professionals. Fiona Keane spent 12 years as a Marketing Manager in industry before setting up Keane Creative Ltd in 1998. Liz Lye worked in the editorial & marketing departments of publishing houses in London before moving to Sheffield. Elizabeth is now a senior lecturer in marketing at Sheffield Hallam University & tutor for Oxford College of Marketing. David Meli recently left his position as the Commercial Development Manager at the University of Leeds after 4½ years. He was responsible for the marketing & promotion of the university's facilities for conference and event use, including e-commerce, PR & business development.

The winners of the evening were Kingston University who took home the awards for Best Website and Best Brochure. Nottingham Conferences and Weetwood Hall Hotel & Conference Centre were highly commended for their websites and The University of Liverpool were highly commended for their brochure. The winners of Best Promotional Activity were Royal Holloway, University of London with imago at Loughborough University and Nottingham Conferences both being highly commended.

The winner of the consortium's mystery buyer project was also announced at the event. Durham University was the highest scoring academic venue and their score matched the highest mark achieved for all venues, which included a sample of hotels and conference centres.

The Awards were introduced in 2003 to reward the marketing efforts of academic venues in a number of key categories and they are now a respected industry accolade. The awards were announced on 6 November 2008, during the gala dinner at the VENUEMASTERS annual conference which was held at Burleigh Court part of imago at Loughborough University and attended by over 120 delegates.

Terry Billingham, Chief Executive of VENUEMASTERS, added; 'I'd like to congratulate all the award winners and nominees. The marketing teams at the venues are working extremely hard to raise the profile of academic venues and the wide range of facilities they have to offer.'

Ends

Julie Wright – Marketing Executive
VENUEMASTERS, The Workstation, Paternoster Row, Sheffield, S1 2BX
Tel: 0114 249 3090 Fax: 0114 249 3091 Email: julie@venuemasters.co.uk