

SAVOY

LONDON

PLACE

CASE STUDY



THE BUSINESS OF EVENTS GLOBAL POLICY FORUM

Event Space	Kelvin Lecture Theatre, Maxwell Library, Haslett and Marconi Rooms, Flowers Room
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Date	1 April 2025
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WHY DID YOU CHOOSE IET LONDON: SAVOY PLACE?

The Business of Events (TBOE)'s Global Policy Forum brought together senior leaders from the events sector, serving MPs from the All-Party Parliamentary Group for Events, and government representatives from the Department of Culture, Media, and Sport for a day of discussions on unlocking growth within the UK's business events economy.

The venue needed to be Westminster-based and close to Parliament to ensure MPs and Ministers could quickly return if called to vote. We also required a lecture theatre for a minimum of 300 guests and a prestigious backdrop to match the calibre of attendees and the importance of the subject matter.

IET London: Savoy Place met all these requirements.



TALK US THROUGH THE EVENT

TBOE's Global Policy Forum, sponsored by RX Global, was an invitation-only conference moderated by news anchor and broadcaster Trish Lynch.

Upon arrival, attendees proceeded to the Flowers Room to scan their QR code invitations and obtain their delegate badges. Breakfast was served in the Haslett and Marconi Rooms before participants were invited to take their seats in the Kelvin Lecture Theatre for a morning programme, which featured an opening address by Sir Chris Bryant MP, the Minister of State for Media, Tourism and Creative Industries.

Lunch was served in the Maxwell Library, where attendees could network inside or on the riverside balcony, overlooking the Thames. The afternoon sessions featured political commentator, Lord Daniel Finkelstein OBE, plus Mike Wood MP for Kingswinford and South Staffordshire and a member of the All-Party Parliamentary Group for Events.

The programme concluded with a closing keynote address by Dame Caroline Dinenage DBE MP, Member of Parliament for Gosport and Chair of the Culture, Media and Sport Select Committee. Dame Dinenage told the audience that an influential group of cross-party MPs would examine the business events sector and propose recommendations to the Government as part of a specialised Culture, Media and Sport Select Committee inquiry.

The forum ended with a drinks reception back in the Maxwell Library.



WERE THERE ANY CHALLENGES?

Having Ministers and MPs speak at an event can be challenging, as arrivals and departures require flexible planning, and parliamentary commitments will always take priority.

Due to unforeseen circumstances, Shaun Davies MP, who was due to speak after lunch, had to withdraw. The venue's proximity to Parliament, however, meant that Mike Wood MP could step in and replace him at very short notice.

IET London: Savoy Place's in-house AV team ensured that speakers were 'mic'd up' efficiently and the 'run of show' and on-stage production were seamless.

WHAT CONSIDERATIONS WERE GIVEN TO CSR?

To prevent paper waste, recyclable delegate badges were printed on demand when arriving delegates scanned their QR codes.

The 15-minute walk from Parliament along the River Thames meant that MPs and Ministers had the option to arrive on foot.

IET London: Savoy Place's in-house catering team ensured that the food served was locally sourced and sustainable.

WHAT FEEDBACK DID YOU RECEIVE FROM GUESTS?

According to our attendee feedback surveys, 91% rated the event either 'excellent' or 'very good'. Attendees were particularly impressed with IET London: Savoy Place and commented on the grandeur, quality of food, and how much they enjoyed the outdoor balcony space of the Maxwell Library. The venue team helped us to stage a seamless event and provide a prestigious platform for discussion and debate.

EVENT ORGANISER TESTIMONIAL:

"IET London: Savoy Place is a venue befitting the importance of what was discussed during our Forum. With an impressive lecture theatre and inspiring spaces to network, it fuels stimulating conversation and positive business outcomes."

MIKE FLETCHER - DIRECTOR OF NEWS & CONTENT, TBOE

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