

Events^{plus}

| Specialist Sales Representation for Independent Venues |



Brought to you by

TRIDENT
HOSPITALITY CONSULTANTS

Events^{plus} is a new support service providing Conference, Meetings & Events sales marketing & representation support for Independent Hotels & Events venues across the UK.

Brought to you thanks to a collaboration between Dunedin Consultancy and Trident Hospitality Consultants, two of the UK's leading providers of sales support to the UK's Hospitality sector

It has always been challenging for Independent Hotels & Events Venues to compete for business with their branded competitors. From the costs associated with recruiting, training & retaining your own in-house sales team to competing with the apparent unlimited marketing budgets of the large brands, promoting and selling space within your independent venue can often feel like an uphill struggle.

But it doesn't have to be like that. Independent Hotels & Events Venues can now access the same high quality support & representation as your branded competitors, with Events^{plus}

What do we do?

- **Events^{plus}** is an extension of your existing sales team & activities, focused specifically on developing new accommodation, conference, meetings & events business for your venue.
- We use our 60+ years of experience in conference & events sales to represent your properties with the agency & events management sectors, to raise your visibility, connect you with key agency bookers who have business to place and to act as a conduit to drive agency enquiries to your venues
- You face fierce competition from your branded group competitors who have the budget & resources to buy access to the agents. With our connections and collection of independent venues, we open these closed doors and use our influence to help you engage with this market

How does it work?

- We work with your existing sales team, to help you to engage with and build relationships with the corporate agent market.
- You retain full ownership of all enquiries and of the clients data & relationships.
- You retain control of your bedroom / meeting room / events space inventory. No allocations to manage, no restricted inventory, no prescriptive contracts.
- We are on hand to advise and guide on rates, terms of business and give you the benefit of our extensive experience with the agency market, but ultimately you make the final decision on what business to bid for and accept, on your own terms.

Who are we?

Eventsplus is the results of a 10 year working partnership, dating back to 2013 when Barry & Kevan first met when Barry was Chief Officer & General Manager at Stoke Rochford Hall.

Trident Hospitality helped drive revenue growth in excess of £1.2m and supported Barry's work to reposition Stoke Rochford Hall as a premium conference & events venue. Engaging with the corporate agent market was pivotal to the success of the business and the rest is history.



Barry Clark
Dunedin Consultancy

With an operational hotel management career spanning three decades, Barry is a well-respected industry veteran, whose experience encompasses branded and independent hotels, ranging from hands-on operative roles through many years in General Management to Board level positions.

Throughout his 30+ years in hotel operations, Barry has been directly responsible for the growth of several multi-million pound hotel businesses, through his extensive work in turn-around, rebranding and new opening projects.

In 2017 Barry founded Dunedin Consultancy Ltd, bringing his years of hospitality operations, sales & marketing and business development skills to the Independent hotel sector across the UK.

Barry drives the on-site element of **Eventsplus** helping hotel & events venues to optimise their sales processes and systems, working 1:1 with your sales and operations teams to boost enquiry levels, convert more enquiries into confirmed business through world class sales appointments and inspiring your in-house teams to build sales pipelines that will make your competitors envious.

Kevan Holland
Trident Hospitality Consultants



Kevan set up Trident Hospitality Consultants with the aim to support independent hotels and venues in gaining their fair share of agency generated business. Both wanted to support venues to gain equal footing when bidding for RFPs against larger hotel brands, build business relationships and convert enquiries into revenue.

Kevan uses his vast events experience and industry contacts to introduce venues to key agent bookers and influential event management organisations.

Working closely with Barry, Kevan acts as an extension of your sales team, as an account manager & negotiator, striving to get the best deal for both venue and agent, in essence opening the doors to agents, expos and trade shows which Independent hotels & venues find virtually impossible to achieve on their own.



Eventsplus is a flexible business development support service for Independent Hotels, Conference Centres & Events venues. With offices in Glasgow & Tamworth, the **Eventsplus** team are ideally placed to support independent venues all across the UK and beyond.

What can you expect?

- Investing in our **Eventsplus** representation services allows you to leverage our 60 years of experience & contacts, to build you a new pipeline of corporate agency accommodation, meetings & events business.
- In turn, your existing sales team can focus their attentions on prospecting with local & regional business and developing other market segments, whilst we use our years of experience and long standing connections to build your agent sector pipeline.

" Working with Barry of Dunedin Consultancy and Kevan of Trident Hospitality has been a revelation in both building a really effective network and driving a superb return on investment.

These guys know exactly what they're doing, and their strategies are more than tried and tested. As a result of their advice and direction our sales and marketing department has a refreshing sense of purpose underscored by ongoing dynamic success.

In our first year we competed for over £1m worth of new sales, a figure that makes our monthly fee one of the best investments an independent could seek to achieve.

A real game changing partnership that I would have no hesitation in recommending to other business owners "

*Gordon Cartwright
Executive General Manager, Lumley Castle Hotel*

- Do you have excess meeting & events capacity in your hotel or conference venue that you find challenging to sell?
- Feel that you struggle to compete against branded competitor venues to gain visibility with corporate clients?
- Are you maximising the opportunity from the £multi-million corporate agent market?

To discuss how **Eventsplus** can help your business



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