



VisitBritain to host Business Events Association Conference 2024 in Edinburgh

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VisitBritain has today announced its first ever Association Conference will take place at the Edinburgh International Conference Centre on 5 to 7 February 2024

The VisitBritain Association Conference 2024 will see invited association meeting planners who organise conferences across the world connect in person with professional suppliers and decision-makers from British nations and city convention bureaus.

Hosted in partnership with MeetEngland, Meet in Wales and VisitScotland Business Events, the event will focus on how conferences can generate meaningful 'impact beyond the plenary.' Delegates will be able to explore how cities, associations and their key stakeholders can define and execute valuable objectives to deepen the positive impact of a congress, maximising the opportunity of bringing people together to create shared value.

There will also be an opportunity for attendees to connect, discover and learn about the three British nations and partner cities in person. Throughout the conference there will be workshops and panel sessions to discuss future business needs and showcase the intellectual capitals, services and venues available across Britain. Attendees will also be invited to several networking opportunities including a gala dinner that will take place at the renowned National Museum of

Scotland.

Paul Black, Head of Business Events at VisitBritain said:

“Edinburgh is a destination that truly represents a high-calibre and impact driven offering for business event delegates. Our team is very excited to work with Convention Edinburgh to deliver a strong event for nation partners, city bureaus and attending clients.

“The conference is a great opportunity for our cities to engage with associations and congress organisers to showcase our world leading sectors and intellectual capital, as well as develop our collective understanding on embedding positive impact strategies into business events whilst making sustainable choices.”

Lyndsey Rafferty, Senior Association Manager for Convention Edinburgh said:

“We are so pleased that Edinburgh has been chosen as the host city for VisitBritain’s first Association Conference, and together with our partners in the city, we look forward to welcoming the attendees to Scotland’s capital and the EICC in February. Edinburgh is a brilliant business events destination - with its pioneering history and modern culture, it is a place to connect, collaborate and be inspired.”

For more information please see: <https://www.visitbritain.org/business-events-association-conference-2024>