

January 2007

## Success Guaranteed Knebworth House

Knebworth House has launched a new conferences product - Success Guaranteed. Based on research, it promises to deliver the highest service and quality standards to every conference event at its venue. This programme of training and best practice directly responds to its customers needs and acts as a quality 'charter mark' on customer service, operating standards and food quality.

Conferences and meetings in the UK are worth £7.7 billion annually with £500M spent annually on non-residential meetings in unusual venues, according to a survey conducted by MIA. MIA Conference Market Survey 2006 showed that sporting and unusual venues continue to gain market share with corporate organisers with 26% of them preferring to choose unusual venues. Of the 40 issues that were identified as needing improvement, the most important issues were service/staff related issues (48%), food/catering (32%) and quality of facilities (16%).

Martha Lytton Cobbold of Knebworth House says, "The results from this survey, combined with feedback from local businesses has been invaluable to our planning. At Knebworth House we are committed to delivering the highest service and quality standards to every conference event whether you are looking for a business meeting for 30 in the Jacobean Banqueting Hall or a reception in the 16th Century Tithe Barns for 200 people. Success Guaranteed promises to 'Get it Right' or 'Put it Right' every time.

Martha continues, "The endorsement that Success Guaranteed provides is primarily about an attitude of mind demonstrated by all of us here at Knebworth. This is underpinned by high operational standards and great food. We believe that

fresh food inspires fresh and innovative thinking and that good food from local suppliers is a crucial part of the customer experience. The menus we serve offer a balance of textures, flavours and colours through the finest quality seasonal produce. When this superb food offering comes together with great customer service in such a stunning venue, it is a powerful mix offering the 'unique conference experience' just 30 miles from London."

In addition to a focus on the best, fresh, local produce, Knebworth House is also serving Coffee with Principles. Sodexo Prestige has joined up with Matthew Algie, the UK's largest independent coffee roaster and number one for Fairtrade, to develop 'Coffee with Principles'. Sodexo Prestige's Coffee with Principles is unique in being accredited as Fairtrade, Rainforest Alliance Certified and organic. It truly is ethical, supporting the growers, the environment and farming methods - ensuring it tastes good not just today or tomorrow, but well into the future.

Knebworth is a spectacular 500-year old historic house, home of the Lytton family since 1490. Set in 250 acres of attractive parkland just 28 miles north of London, this Gothic fantasy was transformed from its red brick Tudor origins by Edward Bulwer Lytton in 1843.

Knebworth Park is now best known worldwide as Britain's largest music venue, having hosted 18 major concerts since 1974, including the record-breaking weekend in 2003 when 375,000 people were entertained by Robbie Williams.

Knebworth Park is available for outdoor activities of any size, including fun days up to 65,000 people, team building, product launches, conferences, concerts up to 125,000 people and festivals. Venues include the 500 year old House, 16th Century Tithe Barns and ten marquee sites from 12 acres upwards.

Knebworth House, Knebworth, Hertfordshire, SG3 6PY. A copy of the brochure is available on request by calling 01438 813825 or emailing [yourevent@knebworthhouse.com](mailto:yourevent@knebworthhouse.com)

## Ends

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## Notes to Editors

### **Sodexo Prestige**

Sodexo Prestige is the UK's largest event caterer and provider of corporate hospitality packages. The company provides catering at prestigious events such as the Chelsea Flower Show and Royal Ascot. It also provides catering at permanent visitor attractions such as Blenheim Palace, Knebworth House and Epsom Downs Racecourse, as well as Murrayfield and Hampden Park stadia in Scotland.

Visit [www.prestigeexperience.co.uk](http://www.prestigeexperience.co.uk)

### **Prestige Experience**

Location is essential, and through Prestige Experience's collection of over 30 properties you can select venues throughout the UK. that run the gamut from racecourses and castles to stadiums and ships.

The booking of an event is now made easy through our central sales team - a group of dedicated professionals who look after your individual event from start to finish. Our high-level organisational expertise, genuine hospitality and inspired catering all combine to ensure that an event at any of our venues is a success.

[www.prestigeexperience.co.uk](http://www.prestigeexperience.co.uk)

The online service has a unique collection of venues ranging from Ascot Racecourse to Glamis Castle. Visit the site and take a 360o tour of the facilities on offer.

For more information call:  
England and Wales 0870 421 4868  
Scotland 0800 328 1373

### **Prestige Hospitality**

Prestige Hospitality has long been recognised in the UK as a leading corporate entertainment provider, with an extensive selection of official hospitality events to its credit. We manage prestigious events such as Royal Ascot, the Chelsea Flower Show, the Vodafone Derby, and Rugby World Cup 2007, to name just a few.

For more details visit [www.prestigehospitality.co.uk](http://www.prestigehospitality.co.uk) or call 0870 421 4868.

### **The Christmas Company**

The Christmas Company, owned by Sodexo Prestige, is now the largest operator of Christmas parties in the UK at eight venues with a combined floor area of some 25,000m<sup>2</sup>. Since 1991 over one million guests have chosen The Christmas Company.

The Christmas Company is the most popular operator of Christmas parties in the UK with venues in London, Manchester, Leicester, Milton Keynes, Nottingham, Bracknell and St Albans.

The combination of accessible locations, competitive pricing and a reputation built on world class entertainment and great food has ensured The Christmas Company has lead the field for the past 14 years. We were the first festive party company to provide online booking facility in July 2006.

For more details visit [www.the-christmas-company.co.uk](http://www.the-christmas-company.co.uk) or call 0870 72 72 789.

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