

October 2006

## **Meetings Industry Marketing Award 2006**

### **Silver Award – Best Brochure – Knebworth House**

Knebworth House has scooped Silver Award for Best Brochure at the prestigious Meetings Industry Awards (MIMA) 2006, which were held on 2nd October at Marriott London Grosvenor Square.

Repositioning Knebworth House as a business conference and event venue for Hertfordshire and London corporate markets, the brochure also launched the new corporate style for the stately home. The brochure reflects the rich heritage and tradition of Knebworth House and welcomes professional conference organisers into the venue with a personal touch. The brochure combines images of its rich heritage with detailed information on the venue and the types of events which can be organised there.

On winning the award, Martha Lytton Cobbold of Knebworth House comments, "We are delighted this brochure has won such a prestigious award. The brochure demonstrates that Knebworth is a versatile, inspirational and practical venue for meetings, conferences, product launches and activity days. The results have been tremendous. In the first six months since the new style and brochure launched, our corporate database has grown by 26%. Knebworth is clearly one of the top corporate destinations for corporate events and activities."

Knebworth House has been home to the Lytton family for 500 years. Each generation of the Lytton family has left behind something of its character and its times and thus the House is an extraordinary encapsulation of 500 years of British history. In the 21st century Knebworth House is best known world-wide 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.

Despite centuries of change, the house has retained its character and spirit of hospitality. 'The most perfect specimen of the hospitable habitations of our ancestors which I have seen in the country' as the author of 'Excursion from Camerton to London and thence into Herts' pointed out in 1805.

Knebworth House and park offers the Tudor House, 16th century Tithe Barns conference centre, 28 acres of formal gardens, and 250 acres of parkland, with direct access off of the A1M.

The Meetings Industry Marketing Awards were launched in 2002 to raise the standards of marketing in the meetings and events industry and to recognise the marketers. Organised by Meetings & Incentive Travel magazine, it was held on the first day of National Meetings Week. During the run up to the event an on-line auction was held to raise funds for the events industry charity Meetings Industry Meeting Needs (MIMN). A cheque for £12,300 was presented to Harry Baum, honorary chairman of MIMN.

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.