

The question – ‘Why pubs make great meeting venues’, raised some interesting thoughts and views in our MeetingsInn Discovery Forum.

The consensus was they absolutely do! And flagged the importance of the following when being considered by meeting bookers:

- Imagery is everything
- Ensure training & quality standards consistency
- Get the Service Level Agreements right
- Transparency of commission

This was alongside some useful thoughts and insights which we wanted to share with you in more detail.

MeetingsInn

Discovery Forum 2022

Why pubs make great meeting venues



## The landscape

**Around £4.9 billion**

on 440k events was spent on meetings and events in the UK in 2021\*

29<sup>th</sup> annual UK Conference and Meeting Survey (UKCAMS)

From bookers in the room at the Discovery Forum

**Estimate +5,000 meetings**  
**Equating to +£200m venue spend**

## It's a massive opportunity

Ranging from simple day sessions to drop in meetings, to large corporates that outsource their venue finding to agencies. Typically these meeting booking agencies prefer using an aggregator of spaces which lend themselves to offering cost efficiencies from volume bookings. This is alongside medium sized companies and SMEs, that have people regularly booking rooms all the time too.

*As John Cox, from Anglian Country Inns said:*

**"If you're going to do it, commit to doing it..."**

*...don't think you can do this in a half hearted way."*

## What can pubs offer?

- Unusual spaces
- Fantastic food & beverage
- Ability to cater for healthy eating & different dietary requirements
- History, heritage & professionalism
- All the usual meeting facilities
- Creative experiences
- Indoor & outdoor environments
- Appeal to the wellness message
- Consistency of offering

*A Bookers perspective at the event:*

**"My customers want this.**

They want something **different**, they want something **interesting**.

**And many pubs have got what we are looking for in this space."**

## What can pubs do?

- Understand meetings are different
- Define the proposition & target market
- Take advice
- Go back to basics
- Reflect your uniqueness
- Explore upselling opportunities
- Change team mindsets
- Adopt a team training programme
- Establish partnerships

Find out more on how Honeycomb Houses approached it with [Jacqueline Fletcher's presentation>>](#)

**Don't miss a trick...**

Maximise your pub revenue with [these top tips from MeetingsInn>>](#)

## Sustainability is high on agendas

Meetings bookers are actively seeking venues that can deliver on a number of environmental levels.

### What does EcoSmart Accreditation mean?

- Significantly add to your pub's green and environmental credentials
- Set your pub apart for Bookers looking for eco focused venues
- Broaden awareness of your pub beyond the meetings arena

Give your pub the stamp of approval and gain a competitive advantage.

Find out more from Andrew Perolls' on the [EcoSmart Accreditation presentation>>](#)



*Jacqueline Fletcher, from Honeycomb Houses said:*

**“Don't underestimate... or undervalue what your pub can offer.”**

“Let's create a relationship which will build great value, great revenue and drive success into the pubs and into the agencies.

It is time to **surprise, delight and create intrigue** for corporate customers that enjoy venues such as pubs.”

Explore how Sian Sayward from Intel is looking forward to building relationships with [MeetingsInn and the portfolio of pubs>>](#)

## ECOsmart by Greengage

### Reflect your ability

Get a point of difference. Attract meetings and events bookers by joining the Meetings Industry Association (mia).

### What does mia Membership deliver?

- Reflect that your pub delivers first-class meetings and events service and facilities
- Uphold legal compliance, health and hygiene protocols
- Harness benchmarking, customer feedback and satisfaction
- Knowledge and networking opportunities

Offer the quality assurance and consistency that many bookers are seeking from venues.

[Hear more from Kerrin McPhie, the Chief Executive for the mia>>](#)

### A win...win...situation

Build lasting partnerships which are great for the agency, great for the venue and great for the client.

