

cvent

CUSTOMER SUCCESS STORY



## London & Partners

Using Cvent technology to grow a client base, strengthen relationships, and boost London's economy



# Introduction

Announced as the best meeting destination in Europe in May 2023, London attracts event planners from all over the world. The city's business growth and destination agency, [London & Partners](#), plays a critical role in London's success, having helped add £2.7B to its economy since 2011.

As part of the Mayor of London's promotional organisation, a key mission for London & Partners is to help event planners find the right venues and help venues to find the right event planners. According to Fiona Plumpton, head of convention bureau services: "We are judged on bringing business into the city in terms of creating jobs and keeping all of our hotels and venues alive and kicking."

In 2023, London & Partners secured a significant piece of event business with 10,000 attendees. Being up against four other cities, Fiona knew they'd need to move fast. Using Cvent technology, they were able to respond within 24 hours with all the information the client needed and were able to add this to London's economy.

Operating in a destination as busy as London, however, means the destination agency must always be on its toes: "We also have many new hotel openings and the [ExCeL](#) [London's largest convention centre] expansion," says Fiona, "So we need all the business we can get to help those partners."

## LONDON & PARTNERS

# +133%

increase in conversion rate

# +66%

increase in RFP value

# +53%

increase in new planner organisation





“ The most surprising thing about Cvent technology is the number of new clients that it has brought us. You couldn’t find those even if you had ten staff. Bringing all of that new business with technology without us having to spend money travelling and doing presentations is a game changer. They come straight to our inbox. ”

Fiona Plumpton,  
Head of Convention Bureau Services

On their Cvent Supplier Network profile, London & Partners is able to highlight their 1,000+ diverse conference venues, transportation options, dining, cultural experiences, and professional services.



## CHALLENGE



# A busy CVB needs methods for building relationships and managing a large number of enquiries

The MICE and hospitality industries have undergone a profound shift. Hotels and venues are faced with challenges that didn't exist a few short years ago and have been required to think creatively to develop solutions that are possible with smaller staff, in less time, and with fewer resources. New planners are entering the industry, hotels are busier than ever, and workforces are unaware of the benefits to working with convention and visitor bureaus (CVBs) and destination marketing organisations (DMOs). So, how can one organisation support thousands of venues and event planners for countless meetings and events each year?

For London & Partners, it comes down to engagement. It means getting in front of as many event professionals and venues as possible. Without the right tools and technology, however, this is a tough job. "We have a lot of competition in Europe—Barcelona, Paris, all the normal cities, and we really need to stand out and keep the business coming into London."

But what happens when you begin receiving a large number of enquiries that need sorting, prioritising, and responding to? For Fiona and her team, this was one of their biggest challenges: "It's



really difficult to keep on top of everything that's coming in. When you get ten enquiries a day, you have to prioritise somehow."



## SOLUTION



# Cvent technology allows them to expand reach and provide reliable support to all stakeholders

London & Partners uses [CSN Advertising](#) to make their business more efficient and effective, while continuing to attract record numbers of MICE business to the city. This includes being more visible online, replying to enquiries faster, and automating time-consuming processes for their staff.

### CSN Advertising

The business growth and destination agency invested in [CSN advertising](#) to reach over 112,000 actively sourcing event planners. Doing so enabled London & Partners to create a profile that reflects their brand and grow their client base. "Through our diamond listing, we can reach lots of clients who are perhaps working from home and not connected to the office environment," says Fiona, "We have lots of content on there, such as our event and association planner guide and our sustainable guide for event planners looking to plan sustainable events."

With CSN Advertising, the destination agency is also reaching and forming relationships with planners, many of whom they haven't worked with before. "Without a doubt, we have many more clients

than we ever had before because of the Cvent platform. Planners are reaching us who didn't come and book London before. I mean, the stats are something like 50% more clients."

### Cvent Productivity Tools

The Cvent CVB copy feature through the Cvent Supplier Network empowers London & Partners to seamlessly collaborate with their network of partners. Planners effortlessly include them in RFPs using this one-click feature, facilitating streamlined tracking and support from London & Partners as required.

This is all the more important now that planners are booking more events with shorter lead times: "The lead times are crazy at the moment. I mean, unbelievable," says Fiona. "The clients, you can see that they're pressurized, and they need really quick answers. We use Cvent to help our partners respond in a more efficient way, in a faster way. It brings us closer to our partners in terms of working together collaboratively to respond to those inquiries for the clients."

## RESULTS



# Attracting more clients and boosting London's economy through meetings and events

Cvent's suite of marketing and productivity tools has helped London & Partners achieve impressive results. In 2023, they saw a 133% increase in their conversion rate and a 66% increase in RFPs received through the [Cvent Supplier Network](#). Event professionals are more often including the DMO on RFPs and contacting them for additional information, suggestions, and support for their events. With the demand to plan quickly but also include elements of surprise and delight for guests, London & Partners is the local expert on gathering resources and tapping into unique experiences.

London & Partners isn't just working on events that are sent directly to them. With the visibility of the CVB copy feature, they can support all of the venues within London to respond quickly and with comprehensive information about MICE business. With a 100% response rate, planners know the London & Partners staff will be attentive to their needs and an asset during the planning process. RFPs worth nearly £12M were awarded throughout the city of London when London & Partners was copied.

Cvent has also helped London & Partners build stronger relationships faster with these clients. "The fact that when an enquiry comes in, you can respond immediately (sometimes in less than 24 hours), confirm the receipt, and perhaps put in some other suggestions or recommendations they hadn't thought of means we build that relationship much faster, and they seem to like that."

### New business in London:

# +20%

New planner organisation sourcing London in 2023

# 89%

Citywide response rate in 2023





## Cvent is a global-leading meetings, events, travel, and hospitality technology provider.

Cvent provides easy-to-use, integrated technology solutions to maximise the impact of meetings and events of all types and sizes. We help organisations plan and market events, execute onsite, engage in-person and virtual audiences, and measure and analyse results.

Learn more at [www.cvent.com/uk](https://www.cvent.com/uk) or contact us at 866.318.4358

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