
Business Tourism

— Expertise





Just a thought;
Business Tourism

Where we've been involved...

Business Tourism

A key element of David's work as Commercial Director of Visit London was to head up the re-development of the London Convention Bureau's team and activity.

This involved setting the strategy for the bureau, working with venue stakeholders to develop the city's offering and working with major conference and exhibition organizers to understand their requirements and facilitate a positive 'customer journey'.

One of David's specific projects was to build the case for an International Convention Centre for the city. As part of this David used a KPMG team including Christian to assess the likely economic impacts of such a venue.

Another key part of David's role was to bring a number of major conferences to London – again he worked with Christian in this role – in particular when we reviewed the case for hosting the Sport Accord 2011 Convention – which London went on to secure.

Since forming Why Not David has continued to provide guidance to the business tourism sector.

This work currently involves advising one of the world's largest event delivery organisations on their development strategy.

We are also currently advising one of London's major sporting venues on how to maximise the use of their spaces for meetings and events.

David's insight into the business tourism world has been enhanced through his role on the board of SITE - the Society of Incentive Travel Executives.



Thank you, Why Not get in touch:

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