
Destinations & Event Strategies — Expertise





Just a thought;
Destinations & Event
Strategies

Where we've been involved...

Destinations and Event Strategies

David Hornby was Commercial Director of Visit London between 2003 and 2009. He played a key role in growing the organisation, making the case to increase annual public funding from £0.5m to a peak level of over £21m.

This allowed Visit London to expand from 36 staff in 2003 to 98 by 2009.

Key to Visit London's growth was the development of a strong strategy, vision and objectives. David was part of the team which created a vision which drew on the city's dynamism and diversity to showcase its offering as the world's 'greatest city'. He also helped focus strategy on:

- Creative marketing;
- Becoming a global centre for meetings and events;
- Providing value to the private sector;
- Becoming a best in class organisation able to outperform competitor cities such as Paris, New York and Vienna

As part of this expansion David led the development of 'Events for London' - the team tasked with bidding for and securing major international sporting and cultural events.

A key part of this role was developing the first major events strategy for London, which Christian – at the time a KPMG consultant – helped to develop.

This strategy recommended a structure for the Events for London team, put in place a plan for raising funding and put in place an approach to identify and secure events which would help London meet its objectives.



Thank you, Why Not get in touch:

info@whynotconsult.com

+44 (0) 845 094 0305

www.whynotconsult.com

