

# SSP: Managers Conference

**Audience:** 750

**Location:** Birmingham

**Project:** Conference



## Background & Objectives

Food travel experts SSP hold an annual conference for their UK and Ireland Unit Managers. The event is an opportunity to get all unit managers together and communicate the group strategy. Delegates also spend time in breakout areas dedicated to SSP's catering categories.

## The Experience

SSP returned to the Hilton Birmingham Metropole for the second year due to its capacity for 750 delegates as a group, as well as having several break out rooms

The conference included seven breakout sessions in the morning and five in the afternoon with group sizes ranging from 36 to 260 people, each being more like a mini conference.

Each break out room had a distinct design with separate production and various seating styles. Delegates took part in team build activities including latte art, cookie decorating, wine tasting, burger and baguette making.

The main room was reset for the evening dinner dance and included stunning ice feature table centres. Awards were received throughout the day with the top awards highlighted in the evening ceremony.

## Results & Outcomes

"It was a great way to speak face to face with other teams. I feel motivated and ready to rise to the challenge this year will bring."

"Everybody gets so passionate and motivated at the conference, it really does help get you on your way for the New Year ahead."

