

How Meet in the Middle can help you to win more business

Meet in the Middle (MiM) is a free venue search service, helping businesses within the centre of England find their perfect venue for meetings, events and conferences. As a member of Meet in the Middle you will receive enquiries generated by the marketing of this service, directly from our sales team.

The Website

www.meetinthemiddle.co.uk was launched on 26th July 2011 and offers your venue the following ways in which to promote yourself to our client base:

- Full venue information – you will have your own **dedicated page** www.meetinthemiddle.co.uk/venueName which will hold 4 images, up to 200 words copy, google map and location details, room sizes and facilities
- On the homepage you will be able to promote any **last minute deals** you have and any **special offers** such as free room hire, discounted 24hr rates etc
- **Venue of the month** – each month one venue will be promoted on the homepage
- Twitter feed – our Twitter feed **@MiMExplore** will feed directly to the homepage which you can follow, tweet, retweet, creating further exposure for your venue

The Benefits

- Route to market to attract new business from UK and Overseas through Visit England
- MiM are members of the Meetings Industry Association (MIA), membership includes AIM (Accreditation in Meetings) at entry level, which includes entry on both of the MIA websites, access to 4,000 government buyers and 3,000 corporate buyers, networking opportunities, discounts in training and more
- Access via our e-communications to the Direct Selling Association database
- Access via our e-communications to the current MiM database of over 1,000 businesses, locally and nationally
- Promotion of your venue through www.meetinthemiddle.co.uk supported by tactical Search Engine Optimisation work
- Representation through MiM team attendance at Office and Confex
- Full programme of marketing and PR including social media
- Future developments on the website will also give you:
 - Partner discounts for delegates – confirmed bookings will have access to a number of special discounts to enhance your delegates' stay, transport, retail, restaurants etc
 - Recommend suppliers
 - Upload video footage of your venue

For more information, membership rates or to book an appointment to sign up please contact **Nicola Gower: 01604 779065 / 07866 520621** or nicola.gower@explorecomms.co.uk