



GLASGOW

Scottish style

The Lighthouse

Scotland's national centre for design and architecture, built by architect Charles Rennie Mackintosh in the 1890s, is a cultural mix of contemporary and Art Nouveau styles. Situated in Glasgow's city centre, off Buchanan Street, the venue includes a 150-capacity purpose-built conference suite, a viewing platform and meeting room with panoramic views of the city and an interactive exhibition about Glasgow's history.

www.thelighthouse.co.uk



Grand Central Hotel

In a convenient spot next to Glasgow's Grand Central Station, the hotel was refurbished in 2010 with most of its original 19th-century features restored. Boasting two floors dedicated to conferences and meetings, clients can choose from 21 specialist areas such as the glass-domed Champagne Central Bar, the Grand Room with a 400-person capacity and several large banqueting suites and meeting rooms.

www.thegrandcentralhotel.co.uk

House for An Art Lover

Set in the idyllic Bellhouston Park, away from the city centre, the cultural attraction designed by Charles Rennie Mackintosh is one of Glasgow's most stylish events venues. The Mackintosh Suite, which can accommodate up to 110 delegates, comprises the elegant Music Room, Main Room and several break-out spaces, while the The View on the second floor includes a private terrace, lounge area, boardroom and smaller meeting rooms for up to 40.

www.houseforanartlover.co.uk



Artist Charles Rennie Mackintosh has left his print on several Glasgow event spaces, but the city boasts many other stylish options. By *Annie Makoff*



The Network Bar

Enjoy post-meeting cocktails at the Network Bar, voted the country's most stylish venue at the Scottish Style Awards. The bar can be hired from Sunday to Thursday, or visit at the weekend to dance the night away on its illuminated catwalk. It has capacity for 170 for a drinks reception.

www.29glasgow.com

Blythwood Square Hotel

The five-star hotel opposite Blythwood Square offers a wealth of stylish places to meet. Treat incentive groups to treatments in the 929m² spa, before checking into the 88 luxurious suites with Harris Tweed furnishings and Italian marble bathrooms.

The hotel's Monte Carlo Suite has capacity for 100, while its 40-guest private screening room can be used for product launches and presentations.

www.townhousecompany.com



United's team focus

United Biscuits selected Glasgow for a European HR conference with a difference

Pre-event planning Leading biscuit manufacturer United Biscuits wanted its 2012 European HR Conference to be fun and inspirational, with a focus on team-building activities.

Glasgow was selected because the city had a wide selection of event spaces and agency Maximillion Events appointed.

"We visited a lot of venues but the Westerwood Hotel & Golf Resort fitted the bill perfectly," says Alison Pedder, PA to group HR director Andy Newall. "It had everything we wanted in terms of location, size and look."

Objectives The annual event enables staff to share best practice and to discuss a range of HR issues. This year, Newall and Pedder were keen to create more of a light-hearted, fun atmosphere than at previous events.

Challenges An unexpected challenge arose when the hotel changed its taxi company overnight. With 85 delegates requiring transport, having flown into Glasgow and Edinburgh at different times, Pedder was initially concerned that the new taxi company would be unaware of the



BRAND WATCH

Creative spark
United Biscuits staff enjoyed team-building sessions and returned home '100% energised'

arrangements. Fortunately, the company was fully briefed and all delegates arrived at the venue on time.

Solution While HR issues were a key part of the event, both Newall and Pedder felt it was important that team-building activities played a larger role than previously.

After a buffet lunch and a business strategy update, delegates took part in a team-building quiz followed by a three-course dinner and entertainment in the evening.

The following day involved an intense morning of workshops, presentations and discussion sessions, enabling delegates to share best practice and job-specific challenges.

The afternoon team-building event, 'create and paint', encouraged team collaboration, creativity and innovation. The teams worked together to create two large canvasses that depicted the past and future of United Biscuit's HR functions.

Client verdict "The conference was a huge success," says Pedder. "The food was fantastic, staff were available 24-7 and the team-building activities worked really well. The 'create and paint' session was a favourite among delegates, particularly because everyone was allocated a specific role, so each team member was equally responsible in completing the task."

The informal, laid-back attitude also helped to create a relaxed atmosphere and the venue itself was hugely popular with the delegates.



Post-event analysis According to Pedder, staff returned home feeling "100 per cent energised", and several described the experience as "outstanding".

"There was so much enthusiasm and energy," she says. "It's definitely made a huge impact on staff. HR can sometimes be difficult to work in, but everyone seems to have found the conference sessions really valuable. We all had something different to learn." ■

TIMELINE

February 2012 United Biscuits researches location for conference

March 2012 Glasgow is chosen, and Maximillion Events contacted

March-April 2012 Glasgow venues are visited

April 2012 Westerwood Hotel and Golf Resort is confirmed as venue

May 2012 Flights are booked and itinerary confirmed

June 2012 Event takes place

FACTFILE

COMPANY	United Biscuits
EVENT	European HR Conference
GROUP SIZE	85
AGENCY	Maximillion Events
DATE	19-20 June 2012
VENUE	The Westerwood Hotel & Golf Resort