

The Kent Conference Bureau is celebrating picking up the silver award at the MIMA (Meeting Industry Marketing Awards) last night. (16th October 2008)

The Meetings Industry Marketing Awards (MIMA) was launched in 2002 to raise the standards of marketing in the meetings and events industry and to recognise the marketeers.

Organised by Meetings & Incentive Travel magazine, the 2008 presentation banquet dinner took place on the evening of Thursday 16th October 2008 at The Landmark, London.

The Kent Conference Bureau beat off competition from major cities like Liverpool and Newcastle to pick up the silver award for the 'Best Brochure in the Destination Category'.

The handy and compact 47 page Conference Venues Directory 2007-09 contains contact details, room capacity and a brief synopsis of over 60 venues. The brochure was designed by Tangerine-UK in conjunction with the Kent Conference Bureau and JES Marketing.

An independent judging panel - made up of meetings industry experts and leading buyers - considered the entries and adjudicated. There was a judging panel of three for each award with a Chairperson. The chair considered all the entries and selected a short-list which was then considered by the panel, the panel allocated marks out of 100, which will determine the winners of the gold, silver and bronze awards. Scoring criteria included clarity of objectives, campaign strategy, creativity, campaign execution, use of budget and return on investment.

The final results were kept secret until the night of the Presentation Dinner on Thursday 16th October, at The Landmark London, when the names of all the award winners were announced by the chairs of each judging panel.

To request a copy of the award winning Conference venues directory please call 01622 602485 or visit www.conferencekent.co.uk/brochure

Maidstone's work to bring conference business to the whole of Kent has been honoured with a top industry award.

The brochure produced by the Kent Conference Bureau, run and hosted by Maidstone Borough Council on behalf of districts across the county, picked up a silver award at the Meeting Industry Marketing Awards 2008.

Dawn Bowen (Conference Manager) said 'It is such a great achievement to pick up the silver award, especially when we were up against big cities like Newcastle and Liverpool'.

Kent Conference Bureau has also been short listed in the Business Tourism Category of the Tourism South East ExSEllence Awards 2008. The winner will be revealed at The Wentworth Club on the 28th October 2008.