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1 Sept 2011
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[Richard Groves and Sam Wilson to speak at Guide Live Out of London](#)



Richard Groves and Sam Wilson to speak at Guide Live Out of London

[Jeremy King](#), 01 September 2011, 10:15am

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Create managing director Richard Groves and Eco Events managing director Sam Wilson will be teaming up for a panel session at The Guide Live Out of London on Tuesday 6 September at Alton Towers.

The pair will form one of the educational panels at the event discussing what suppliers have to do in order to be considered for official Olympic event work.

This will include everything from the level of sustainability to the other challenges facing suppliers who want to take advantage of the globe's biggest event.

It is something the event industry has never faced before in terms of the rules and regulations that need to be adhered to to secure any business.

As well as Groves' and Wilson's session, a number of other keynotes will be taking place during the two-day event at the theme park. These include one on [producing apps for events](#) and one on how to [amplify your event using social media](#).

Running alongside these sessions will be a number of one-to-one meetings between delegates and suppliers, while on the evening of the first day there will be a gala dinner and cocktail party in the venue's Splash Landings hotel.

To qualify as a 'free' delegate you need to be an event organiser and decision maker for an agency or a brand and spend more than £250,000 on acquiring venues and suppliers for events.

If you match this criteria you can [apply to be a delegate here](#), or by calling Katy Wildman on (020) 8267 5000.

For venues and suppliers wanting to meet with a high profile list of delegates then you need to contact [James Fleetham](#) on (020) 82674007.

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