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## Barbican announces AIM Gold status as refurb is unveiled

5 SEPTEMBER 2013 BY ALISON LEDGER, [BE THE FIRST TO COMMENT](#)

The Barbican has achieved AIM Gold status, the highest possible level of venue accreditation.



Barbican announces AIM Gold status as refurb is unveiled

The announcement was made at the venue's showcase for its refurbished Conservatory, Garden Room and Terrace, which took place last night (4 September).

Jane Longhurst, Meetings Industry Association (MIA) chief executive, said: "AIM is a mark of reassurance

to meetings buyers; a demonstration that a venue is compliant, competent and capable. By achieving AIM Gold, the accreditation's highest level, the Barbican gains a tangible demonstration that its facilities are of the highest standard, the service it delivers is second to none and catering and hospitality at the venue are exceptional."

Throughout the course of the evening, the Barbican welcomed 250 industry leaders including meeting planners, venue bookers, buyers and suppliers. They were the first people to witness the City-based venue's refurbishment, which brings together the Conservatory, Garden Room and Terrace in a flexible space capable of hosting 650 guests.



The evening provided an opportunity for guests to experience the Barbican's interactive boardroom, its digital mapping capabilities (created by the Guildhall School of Music & Drama), as well as learning more about a recently created partnership with neighbouring hotel The Montcalm London City. The Guildhall School of Music & Drama's newest venue, Milton Court, which opens this Autumn was also showcased.

Barbican, general manager, Anthony Hyde said: "We wanted to demonstrate not just the venue's capabilities but also our focus on service and ability to adapt to ever-changing client needs. Achieving AIM Gold this week is the icing on the cake and I am incredibly proud of the whole Business Events team."

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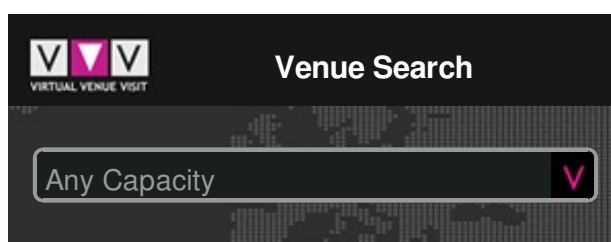
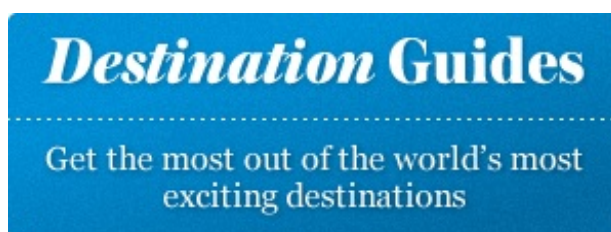
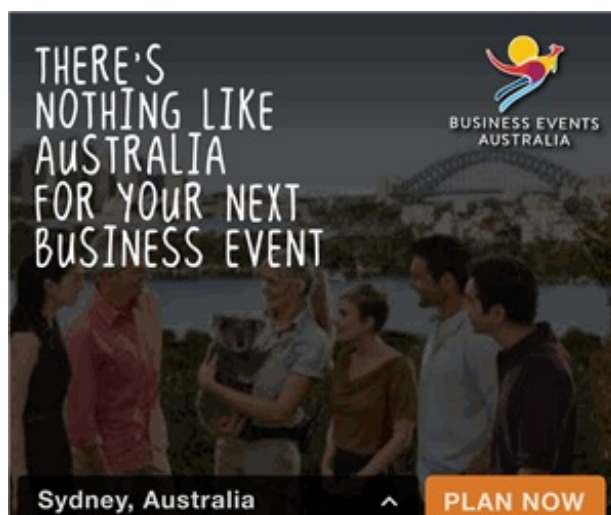
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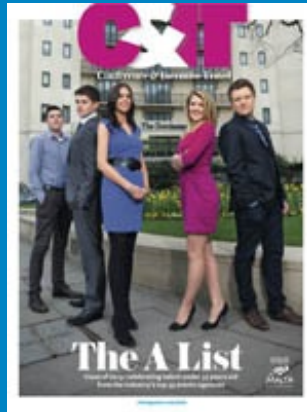
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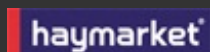
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