



Keyword: The Montcalm London

# Barbican tops off Grand Re-opening with AIM Gold accreditation

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## Details

Category: Venues & Events

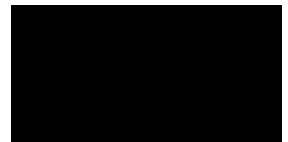
In front of more than 250 industry professionals, the Barbican showcased its refurbished Conservatory, Garden Room and Terrace, whilst announcing it had achieved the highest possible level of venue accreditation - AIM Gold.

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 flexibility of the venue's refurbishment, which brings together the Conservatory, Garden Room and Terrace in a highly creative and flexible space capable of hosting 650 guests at a time.

The evening provided an opportunity for the guests to experience the Barbican's interactive boardroom, their 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 extensively promoted.

The high point of the night was a short introduction by General Manager, Anthony Hyde, who announced that the Barbican had cemented its position amongst the most elite venues in the country through the achievement of AIM Gold. As the highest level of accreditation available to venues in the UK it places the Barbican in an unique group of truly outstanding venues, focused on the delivery of top quality events with the highest possible levels of service. The Barbican is the first venue in City of London to achieve AIM Gold.

Dion Bassett, Operations Director from Congrex UK said: "Barbican continues to astound me with both its creativity and client led approach to service and delivery. This event has been a tremendous success; it is a truly inspirational venue, a melting pot of commercial success and artistic creativity that makes it the ideal location for a whole host of events. In particular the boardroom and the growing use of the latest technology ensures it is one of London's most contemporary venues. More people should know about and use the Barbican - I cannot wait to show it off on site visits



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with clients."

Jane Longhurst, mia chief executive comments, "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."

Barbican, General Manager, Anthony Hyde: "Tonight's event has been a true success. 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; led by Samme Allen and Lee Dobson they continue to grow our offering in ever more creative ways and we look forward to seeing what the future holds."

<http://www.incentivetravel.co.uk/news/venueevents/15586-barbican-tops-off-grand-re-opening-with-aim-gold-accreditation>