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Record attendance at London City Selection Fam weekend

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Venue consortium [London City Selection \(LCS\)](#) has reported record attendance at its Pinstripes and Pearls themed annual agent experiential event, which took place 7-9 March.



With 35 agents attending, including representatives from BI Worldwide and Venue Search London, the LCS team put together various vintage themed challenges at a number of the selection's venues for the eight agent teams to complete.

Each team competed for the final prize package which included a choice of a dinner for two at the Gherkin, hotel stays at Apex City of London and The Montcalm and dinner and tickets to a performance of choice at the Barbican. The winning team, the Swingin' Things, led by Fiona Macpherson from etc.venues was announced at the final gala dinner, held at Ironmongers' Hall.

With 22 of the selection's venues participating, the agents enjoyed a full itinerary of activities. Following a welcome reception at Middle Temple on Friday, where attendees were allocated an LCS team leader, the agents enjoyed breakfast at Sadler's Wells theatre before challenges such as life-sized Cluedo at HAC and Charleston dancing at St Brides Foundation.

"The Pinstripe and Pearls weekend was a great success," says LCS Events Chair Lorraine Butler. "We had an incredible amount of interest from agents from the outset, with the event fully booked weeks in advance, and there was a real buzz of excitement before and throughout the weekend."

LCS Chair Diane Waldron, adds: "The aim of the weekend is to improve agent knowledge of our venues in the city, while having fun and experiencing our facilities first hand. We have had a fantastic response from agents. Our social media activity also enhanced the event."

The #VenuePeals hashtag on Twitter achieved a total Tweetreach of 265,000 impressions.

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12 Mar 14

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