



Keyword: The Montcalm London

Barbican relaunches garden event spaces and announces AIM Gold

Barbican relaunches garden event spaces and announces AIM Gold. London events and conference venue, the Barbican, showcased its refurbished conservatory, Garden Room and terrace for 250 event industry professionals on Wednesday night (4 September).

At the launch event, the venue also announced it had achieved the Gold status for the Meetings Industry Association's (mia) Accredited In Meetings (AIM) scheme.

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 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 promoted.

Barbican GM Anthony Hyde announced that The Barbican is the first venue in City of London to achieve AIM Gold.

"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," says Operations Director from Congrex UK, Dion Bassett. "I cannot wait to show it off on site visits with clients."

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<http://www.conference-news.co.uk/news/2013/09/06/Barbican-relaunches-garden-event-spaces-and-announces-AIM-Gold/6179>