

EXCEL LONDON

An ADNEC Group Company

ExCeL London has staged more than 3,500 events since 2000. More than 10 million people from 200 countries have visited, experiencing everything from sporting events and religious festivals to award ceremonies and conferences. ExCeL London is home to some of the UK's leading exhibitions, including Grand Designs Live and The London International Boat Show, and hosts events for blue-chip clients, government organisations and associations.

Market

ExCeL London is one of the UK's premier venues for exhibitions, events and conferences; a market that is currently worth £20 billion.

The venue operates across the sector and markets itself as able to handle almost any event imaginable. In addition to its two large halls, ExCeL London offers two conference centres, 45 meeting rooms and the UK's largest, fully-flexible auditorium. The campus also includes more than 30 bars and restaurants, five on-site hotels and a host of additional services.

ExCeL London has built a client list that includes BP, Tesco, Barclays, Toyota, Microsoft, NHS, Nokia, Coca-Cola and

Panasonic. It has also announced further major wins including Diabetes UK (3,000 delegates), Cisco Live (5,000 delegates), EULAR 2011 (18,000 delegates) and the British Association of Dermatologists (8,000 delegates).

Product

ExCeL London is a £500 million international venue located on a 100-acre waterside campus in Royal Victoria Dock. It is the largest and most versatile venue in London, boasting 100,000 sq m of available multipurpose space, compared with the 65,000 sq m offered by its nearest competitor.

It's now also home to the capital's first International Convention Centre, ICC London ExCeL, which includes the UK's largest fully

flexible auditorium and London's largest banqueting hall, the ICC Capital Hall. A conference suite is also on offer – the ICC Capital Suite – comprising 17 individual meeting rooms with the flexibility to host breakout sessions for 50–1,200 delegates, plus reception and registration areas.

There are five on-site hotels providing 1,200 bedrooms and ranging from budget to four-star; 3,700 car parking spaces; and three on-site DLR stations linking to the Jubilee line. London City Airport, which is five minutes away from ExCeL London, offers over 350 flights a day from more than 30 European destinations, and a business flight to New York.

Achievements

ExCeL London has received many industry accolades over the years and in 2010, was awarded Best Venue and Best Venue Support at the Exhibition News Awards, and World's Leading Meetings and Conference Centre at the World Travel Awards.

The venue has the additional accolade of being at the forefront of London's Thames Gateway regeneration and will play host to seven events and six Paralympic events during the 2012 Olympic Games.

ExCeL's green credentials have come to the forefront in the last few years. Developments include an on-site Materials Recycling Facility (MRF) and colour-coded bins for all events. The MRF recycles paper, cardboard, plastic, wood and glass. The venue also has the UK's largest and only commercial wormery, which recycles all types of food waste into

productive, nutrient-rich soil. In the last four years ExCeL has reduced its gas consumption by 65 per cent and electricity by 28 per cent. This has led to a 65 per cent reduction in CO₂ emissions. The wormery and other initiatives have led to ExCeL recycling 80 per cent of its waste on and off site.

ExCeL was ranked 47th in The Sunday Times Best Green Companies 2010 list, and it was one of only nine companies in the Mayor of London's Green500 to be given the Diamond Award. Furthermore, in the Government's energy performance ratings ExCeL was placed in category C, showing that it was rated as 34 per cent more energy efficient than any other venue of a similar type. ExCeL is also committed to the United Nations Global Compact.

Recent Developments

In May 2010, ExCeL London successfully launched the capital's first International Convention Centre, with the opening of its new Phase 2 extension. After 18 months of construction and a spend of £165 million, the venue opened highly versatile spaces that now sit alongside the existing, award-winning conference and event facilities at ExCeL London.

ICC London ExCeL includes the UK's largest, fully flexible auditorium (with up to 5,000 seats), London's largest banqueting hall (for 3,000 guests), and a new multifunction conference suite (for 2,500 delegates).

ExCeL London also announced a further investment of £50 million from its owners ADNEC, to build the UK's first Starwood ALOFT hotel. Due to open in September 2011, the hotel will be a four-star, 252-bedroom business hotel linked to the ICC London ExCeL complex.



Promotion

The marketing team targets two distinct audiences: the exhibitions industry and the conference and events market.

UK exhibition organisers are targeted via a variety of communication channels, including e-bulletins, sales literature, PR and the ExCeL London website. The venue also undertakes as much face-to-face marketing as possible, through organiser forums, corporate hospitality, and strategy days with key organisers.

Unique to the consumer exhibitions campaign is an award-winning marketing and PR support package, tailored for trade and consumer show organisers. Benefits comprise inclusion in 'what's on' materials, local PR, support with exhibitor days and familiarisation trips as well as contra-deals with local organisations, London and UK-wide partners and media partners.

In 2010, ExCeL London launched a new marketing and PR support package for association, corporate and trade clients.

The package includes a variety of opportunities and partnerships designed to assist organisers with the marketing and planning of their events.

The conference and events marketing campaign targets both UK and international event planners and is focused on promoting the venue in the context of London, a key city in Europe. To this end, much of the international activity is executed in conjunction with Visit London, jointly promoting the destination and the venue.

ExCeL London also exhibits at international shows and is involved with key industry bodies, hospitality events, speaking at industry seminar programmes and organising UK, European and US road shows, as well as press and client familiarisation trips.

Brand Values

ExCeL London is more than an events venue. It's an organisation that promises its clients and staff 'space to perform'. This promise is underpinned by a commitment amongst staff to deliver the ultimate environment in which events can flourish; a blank canvas providing creative inspiration and flexibility; a meticulous approach to every aspect of a project; a caring attitude to the environment and to its neighbourhood.



1855	1950s	1960s	1981	1988	1994
The Royal Victoria Dock site, on which ExCeL London will later sit, is opened by Prince Albert as a working dock.	Traffic through the Royal Dock reaches its peak.	Containerisation and other technological changes, together with a switch in Britain's trade following EEC membership, lead to the Royal Dock's rapid decline.	The dock finally closes.	The Association of Exhibition Organisers (aeo) approaches architect Ray Moxley to locate and design a new exhibition and conference centre within the M25; the Royal Victoria Dock site is found in 1990.	The London Docklands Development Corporation launches an international competition to appoint a preferred developer, which is won by the ExCeL London team.

2000	2008	2009	2010
ExCeL London opens in November, as one of Europe's largest regeneration projects.	ExCeL London announces its Phase 2 expansion to increase its event space by 50 per cent and include a convention centre with a 5,000-seater auditorium.	The official identity of Phase 2 – that is, London's first International Convention Centre – is launched and endorsed by the Mayor of London, Boris Johnson, and Visit London.	In May, ICC London ExCeL opens – on time and on budget.

Things you didn't know about ExCeL London

ExCeL London will be the most complex venue in the history of the Olympic Games, playing host to boxing, wrestling, judo, tae-kwon-do, weight lifting, fencing and table tennis, as well as six Paralympic sports.

ExCeL London is the only venue in the UK to span two railway stations.

Each hall could fit 2,047 Mini cars, 742 double-decker buses or two Boeing 747 jumbo jets inside.