



Published: 24/05/2010



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Hilton London Metropole cracks the conference code



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The hotel hopes to use the code to help event organisers to help maximise the success of future events. The formula, $F/([P/4] + [S/10] + [C/4] + 1)([B+1] T)$, shows the potential of a conference's success as a percentage score, ranging from 0.1 to 100 per cent. The equation was devised following an in-depth survey with more than 600 event attendees and organisers from across the UK and Europe on what constitutes a perfect conference.

According to 61 per cent of correspondents, the survey revealed 9am was the preferred conference start time. Eighty per cent of respondents favoured the buffet option over a sit down dinner and 60 per cent reported that two coffee breaks was enough.

Speakers should take heed, as 65 per cent of respondents agreed that the length of a presentation should be between 15 and 30 minutes long. The majority of those surveyed do not like to travel further than one hour to get to a conference and prefer facilities with excellent transport links. Respondents also said venues should have well-trained event staff, be well-equipped with the latest technology and have leisure amenities to keep conference attendees entertained.

Avner On, general manager at the Hilton London Metropole, said: "While guests can always be confident of a great event at the hotel, our experienced team is constantly looking for ways to further help plan the perfect conference. This special formula provides an advanced calculation of success based on key factors, enabling any potential issues to be flagged early and ensure a seamless conference."

Instructions on how to complete the formula are available from conference staff at www.hiltonlondonmet.com.



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