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London, Hilton Metropole

Behind the scenes of London's largest Conference and Events Hotel

Lyssiemay Annoh snoops around the fully comprehensive venue where 3 to 3,000 can meet, 2 to 2,000 can eat and 1 to 1,000 can sleep – right in the heart of London.

After investing £1.8 m in a refurbishment of bedrooms and public areas in the hotel's West Wing, the [Hilton London Metropole hotel's Conference and Events' system](#) is now officially the largest hotel in London. Executive Traveller goes behind the scenes of the efficient front machinery that make up the Hilton London Metropole to explore what makes it a perfect destination for these activities. Most people are already aware of the Hilton brand as one of the leading global hospitality companies, offering luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. So, it is good to know that the Brand also operates an excellent Conference and Events system. Executive Traveller puts the system to test.



I expected them to have thought of everything from sockets to carpets to lighting because those are the usual jargons of conference and events destinations and let's face it, Hilton has been doing this for so long that I did not expect them to miss a light bulb. What I was looking for was the attention to detail, how they communicated with the customer, whether team work was meant working together or simply dictating capability, food and beverage, how they did work with event organisers, facilitating processes and above all whether it was a "one-shop" conference and events destination of if delegates and organisers had to consider outsourcing some of the facilities. Conference and Events Sales Director, Elaine Birkley and her team work hard to ensure that they are not merely managing premises for an event, but are offering a complete service.

With General Manager Avner On on hand to ensure that the fully refurbished 111 out of 340 Hilton Deluxe Plus Rooms as well as lift lobbies and corridors on 3 floors of the West Wing Conference and Events section of the hotel were readily available and suitable for delegates staying overnight.

The bedrooms offer a contemporary design in fresh colours. New furniture, carpets, lighting and very large beds have all been installed to enhance the guest experience.

All the rooms have built-in continental and US sockets, ergonomic chairs, working areas and 32" LCD flat screens in all Deluxe Plus bedrooms and Apartments all designed to offer guests increased



flexibility when staying at the hotel. Bathrooms have been enhanced to complement the new experience, providing guests with a spacious atmosphere to relax.

Events organisers can negotiate deals that include accommodation to enable their delegates to enjoy the 340 Deluxe Plus Rooms, including the hugely popular Family Rooms, known as the largest "Double Double" rooms in London with two Queen beds and a sofa bed, connecting rooms, as well as six long-stay Hilton Apartments.

Conference and Events



This usually take place in the largest state-of-the-art ballrooms (two ballrooms from a total of 40 function rooms), which can accommodate up to 1,600 people each. These have also been completely refurbished to the tune of £2 million for the refurbishment in the hotel's Deluxe Rooms in the Tower building and a £500,000 project installing 32" flat screen LCD TVs in all bedrooms, both completed at the end of 2008.

The latest investment involved a £200k transformation of the lift lobby and corridor leading to the Executive Lounge in the hotel's East Wing in May 2009.

What the delegates see on arrival

A purpose-built registration area for check-in and event registration.

This means that they do not have to wonder into the hotel reception to check in again – it is all done from one location. What is unique about the registration area is the spacious reception area, which is ideal for welcoming guests, handing out information packs and hosting pre-events drinks. There is plenty of room for delegates to mingle and meet other delegates for the event. The space also offers a built-in flexibility and space for event banners, exhibition displays, plasma screens and other materials can be tailored to match any theme.

Food and Beverage for Conference and Events

While events organisers and planners are busy ironing out the fine administrative details for a perfect event, [Executive Head Chef Nigel Frost](#) and his team are also on hand to ensure that food and beverage served at the event is bespoke. [Click the read the full interview with Nigel Frost.](#)

From themed table dressings to beautiful flower arrangements, to state-of-the-art lighting displays, all provided by the supportive team of in-house experts. Nigel and his team produce a range of banquets, designing menus for individual parties. Find out [here](#) a little bit more about [Nigel](#) and how he and his team work with event planners to make their events successful.

The hotel also has an external caterer's who specialize in Indian weddings.

Facts:

- A total of 4,100m² (44,000 sq ft) of flexible, pillar-free space
- Exhibition space of up to 2,300m² (25,000 sq ft)
- 40 Conference and Meeting rooms for individual use or breakout sessions
- Banqueting and dining for up to 1000 guests
- Two major Conference Suites, King's and Monarch, each with capacity for 1,600 delegates theatre-style
- In-house audio visual & event production team
- Unlimited high-speed connections via Broadband, ISDN or Wi-Fi access
- 1,054 bedrooms and one Executive Lounge

www.hiltonlondonmet.com