

## **Leicester Conferences strike gold at the 2009 MIMA Awards!**

Leicester Conferences at the University of Leicester has much to celebrate after scooping not one but two prestigious international meetings industry marketing awards at a glitzy ceremony held in the Park Plaza Riverbank Hotel, London.

The MIMA Awards (Meetings Industry Marketing Awards), hosted by M&IT (Meetings and Incentive Travel) magazine are held annually in recognition of marketing excellence within the international meetings industry.

From a total of 12 award categories, Leicester Conferences won the top prize gold award for 'Best PR Campaign'. The other finalists were Davis Tanner PR (silver), Visit London (bronze) and RAI – Royal Armouries Museum (finalist). They also won a bronze award for 'Best Use of Budget'; the other finalists being De Vere Venues, Kuala Lumpur Convention Centre and IET Venues.

The judging panel was made up from an impressive list within the industry and high profile private sector organisations including representatives from Honda UK, Barclays, OKI Systems (UK) Ltd, Xerox Europe and UK, Zibrant and Banks Sadler.

Trevor Miller, Conference Sales and Marketing Manager at Leicester Conferences was there to collect the awards on behalf of the Residential and Commercial Services' team at the University. The Gold award for 'Best PR Campaign' was presented by Peter Rand, MBE from Zibrant, one of the category judges. Trevor Miller Comments: '2009 has been a fantastic year for us at the University. Winning a gold and bronze award amongst such big names within the meetings industry is extremely gratifying. Being a relatively small team with all our PR and marketing done in-house, these awards pay tribute to the hard work put in by everyone that helps to market the University of Leicester as a conference and meetings venue. A sincere thank you must also go to our many clients who bring their events to the University and subsequently allow us to create such newsworthy press releases.'

### Contact Details:

Mr Trevor Miller, Leicester Conferences, University of Leicester Conference Sales and Events Office, Stamford Hall, Stoughton Drive South, Leicester. LE2 2ND

Tel: 0116 271 9933

Fax: 0116 221 2053

Email: [conferences@le.ac.uk](mailto:conferences@le.ac.uk)

Internet: [www.leicesterconferences.co.uk](http://www.leicesterconferences.co.uk)

Images attached:



Trevor Miller (left) receiving the gold award for 'Best PR Campaign from Peter Rand, MBE of Zibrant



Staff from Residential and Commercial Services at the awards ceremony.  
Rear row (left to right) Fasil Hagos, Alison Fletcher, Helen Ball, David Pochin  
Middle row (left to right) Jo Riley, Jan Rowland  
Front row (left to right) Jenny Lovett, Trevor Miller, Frances Stone, Clive Williams