

# SOUTHPORT

ENGLAND'S CLASSIC RESORT

## Media Release

February 2011

### Step up to the Southport Challenge at International Confex 2011

Southport Conferences will be introducing plans for its 'Meetings on the Move' initiative to visitors at this year's International Confex, taking place 1-3 March 2011 at London's Earls Court, through the International Confex Southport Step Challenge.

The convention bureau will be inviting visitors to stand B241 to take part in various walking challenges each day using a free pedometer, offering prizes including a healthy weekend away in Southport for those who beat the scores.

Meetings on the Move, due to be launched later in the year, follows on from the launch of Southport's Delegate Bike Loan scheme in 2010. It will be designed to incorporate walks, cycling, golf or other activities into the programmes of conferences and meetings taking place in the town. It is just one of a series of new initiatives the coastal resort is rolling out in 2011, created to further increase its profile in the business tourism market while making visitors to the town aware of what is available to them in their leisure time to make the most of their stay.

Southport is exhibiting at International Confex in partnership with the Liverpool Convention Bureau and ACC Liverpool. Events taking place on the stand include daily presentations at 11.30am and 2.30pm where the bureaux and venues will also share their knowledge and experience of the destinations together with their delegate welcome programmes and how they plan to develop these further.

Steve Christian, Marketing Manager for Southport Conferences said, "International Confex is a great platform for us to engage with our colleagues in the industry while reaching out to event bookers and organisers to communicate the plans we have for Southport over the next year. It will also present a great opportunity for us to further consult with these people to gain their feedback and thoughts and ensure that our plans continue to actually deliver what they want which is the most important factor."

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## **About Southport Conferences**

The cosmopolitan seaside resort of Southport combines traditional Victorian style with sophisticated modern developments. Easily accessible by car, rail, air or sea, Southport offers a variety of conference and meetings venues, a vast range of incentive and leisure activities and a huge choice of quality accommodation, all supported by a dedicated conferencing team.

For more information on Southport Conferences, please contact: Aimee Thompsett at Davies Tanner 01892 619100 or email [aimee.thompsett@daviestanner.co.uk](mailto:aimee.thompsett@daviestanner.co.uk).

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