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James Hopkins, sales strategy and support manager for Herbalife UK, recently coordinated the company's sales conference at the Brighton Dome with excellent results. Key objectives for the company were training for the independent sales force, as well as inspiration, motivation and recognition for staff members. The three-day event in April this year was a chance to share the latest business strategies and success stories and saw the Concert Hall used for a main session for 350 people on Friday and up to 1,000 attendees on Saturday and Sunday. The main event party was held in the Corn Exchange, with the Brighton tourism office helping to coordinate a number of nearby hotels for delegates arriving from across the UK and Republic of Ireland.

Although up to six other venues were considered in different towns, the Brighton Dome was chosen for its location, and the fact that the venue already had its own distinct



Healthy outlook: Herbalife UK at the Brighton Dome

## Herbal remedy: Brighton Dome

atmosphere and style. The layout of the seating and accessibility of the venue within the city was perfect for the organisation's needs while the registration hall and bar area were bright, modern and large, meaning delegates could relax in the breaks comfortably.

In Hopkins' opinion, the staff and venue management was its biggest

'The can-do attitude of the staff was a joy'  
James Hopkins  
Herbalife UK

asset, fully supporting the event and ensuring it ran as smoothly as possible.

Hopkins says: "The professionalism of the staff and their can-do attitude was a joy and helped to ensure the smooth running of the show - in our opinion, the best venue we've had the pleasure of working with."

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