

# Hull & East Yorkshire Conferences, a Key Ingredient to Yorkshire on a Plate

Hull & East Yorkshire (HEY) Conferences are set to take their unique Business Tourism service to a deliciously sounding event, Yorkshire on a Plate, at the Millennium Hotel London Mayfair. This culinary event is being hosted by Yorkshire Tourist Board (YTB), Yorkshire's six conference bureaux and celebrity chef, Brian Turner.

Aimed at UK conference buyers and journalists, the event is based around the delights and excellence of Yorkshire food and drink. Following on from formal meetings with representatives of YTB, HEY Conferences, and its five partner conference bureaux, attendees will be able to experience a Yorkshire breakfast, lunch or afternoon tea and enjoy a Brian Turner 'signature dish' with ingredients sourced from local Yorkshire producers.

Who says pleasure doesn't mix well with business? The HEY Conferences team will be proving that Yorkshire on a Plate offers the best of both worlds. This is one opportunity where those fortunate souls who have pre arranged a networking meeting can enjoy real Yorkshire food whilst gaining an insight into how HEY Conferences can offer free venue finding and accommodation booking services, event support and a diverse choice of locations from across the Hull & East Yorkshire region.

HEY Conferences provide event organisers with an eclectic mix of venues across Hull & East Yorkshire including the Yorkshire Wolds, and Bridlington which claimed the prestigious title of Yorkshire Visitor Destination of the Year at the White Rose Awards 2007.

Conference organisers striving to seek out somewhere new and unusual to hold their events can choose from an exciting variety of venues that have sting rays, cobbled streets, yacht filled marina views and even a 1930s ballroom.

HEY Conferences feel this unique event is the perfect place for promoting its distinctive event support service. Tourism Manager, Anthony Yates, explains:

"We are delighted to be attending this prestigious event, which is an ideal occasion to promote our quality service. Hull and East Yorkshire provides event organisers with an excellent selection of exceptional venues, many of which are unique. HEY Conferences offers the business conference and event industry a free, high quality service that seamlessly matches their needs to the most appropriate venue, which adds to the uniqueness of this region's Business Tourism offer."

**- Ends -**

**NOTES FOR EDITORS:**

**Yorkshire on a Plate at the Millennium Hotel London Mayfair**

**17<sup>th</sup> January 2008 Agenda**

Breakfast Appointments 8.30am - 10.00am

Followed by a Yorkshire Breakfast between 10.00am - 10.45am

Lunchtime Appointments 11.30am - 1.00pm

Followed by a Yorkshire Lunch between 1.00pm - 1.45pm

Afternoon Tea Appointments 2.30pm - 4.00pm

Followed by a Yorkshire Tea between 4.00pm - 5.00pm

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**Yorkshire Tourist Board** <http://www.yorkshire.com/>

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### **Visit Hull & East Yorkshire**

Visit Hull & East Yorkshire (VHEY) is the sub-region's Destination Management Organisation. VHEY is responsible for generating increased tourism activity in Hull and East Yorkshire through a range of innovative marketing activities and tourism business support.

Visitor site: <http://www.realyorkshire.co.uk/>

Corporate site: <http://www.vhey.co.uk/>

Hey Conferences site: <http://www.heyconferences.co.uk>

### **Value of tourism to Hull and East Yorkshire:**

Value (millions)

Hull 212.8

East Riding of Yorkshire 306.7

Hull & East Yorkshire 519.5

*\*Cambridge Model 2006*