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Visit London nominated for second IMEX green award

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by Pete Roythorne [Printable version](#)

The UK capital's marketing body Visit London has been shortlisted for the IMEX Green Exhibitor Award, which it won last year, as a result of its environmental efforts.



The city's official visitor organisation will be providing inspiring ideas to international and German buyers visiting its stand at the global meetings and conference show, taking place from 22-24 April in Frankfurt. Supported by the capital's top venues, hotels and services as stand partners, Visit London will showcase the city's solid value proposition, provide fresh ideas for events and incentives, and update buyers on the major events coming to London.

Underpinning all activities at IMEX will be a strategy aimed at proving that event planners can get value for money in London. Buyers can expect to experience a high level of interaction on the stand with activities designed to surprise and enthuse them about the London product.

Visit London will also be unveiling its new business website, packed with enriching and interactive content. Breaking news and the latest information on London will be shown on the homepage, with features and case studies having prominent visibility. A touch screen will be available for all to experience the new business resource during their time on the stand. It will also feature the new microsite dedicated to the promotion of the London Heathrow Gateway campaign.

Visit London's Sales Manager Europe, Barbara Jamison, said: "Our previous participations at IMEX have generated substantial business for us and this year we hope to surpass the £10 million worth of enquiries we achieved last year."

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