



http://www.buzzwords.ltd.uk/brochure_copywriter.htm

CCCB 2008 DIRECTORY

(CCCB sell spread – **Version 1**)

(Headline)

When it comes to locating and organising the ideal venue for your conference, event or sales weekend, you can count on Chester & Cheshire Conference Bureau to come up with the goods...

With an unrivalled choice of world-class venues in one of the UK's finest locations, the Chester & Cheshire Conference Bureau (CCCB) gives you a head start.

Add to this a full range of professional event management services and it's easy to see why Associations and private sector organisations of every type make the CCCB their service provider of choice.

Relax – we're on your side!

Our aim is to help you organise a professional and prestigious event that makes life easier for you – and enjoyable for your delegates.

You can certainly rely on our local knowledge. CCCB staff have first-hand experience of all the hotels, conference centres and visitor attractions we recommend.

We work closely with you and your team to make sure everything runs smoothly. And don't worry about the cost. CCCB services are FREE!

Free-ranging Inspiration

CCCB will search over 80 top-class venues to find a location that's just right for you. We will also

negotiate rates and availability on your behalf to help you make the best choice.

Inspiration comes in the shape of bespoke itineraries for the perfect excursion or team day – everything from a day at the races to amazing helicopter flights.

Apart from providing ongoing professional advice and support, we also love a challenge. Meeting unusual requests is all part of the CCCB service!

Bedtime Bonanza!

Book your delegate accommodation, painlessly, through CCCB. For bookings large or small, we know where to turn for high quality, affordable hotels.

Our free professional service enables your delegates to book online, by post, fax or e-mail. In addition, they will each receive personalised booking confirmation together with a Chester and Cheshire information pack.

For Associations...

Great venues, great locations, great prices... These are just some of the attractions that make Chester and Cheshire a magnet for Associations throughout the world.

CCCB's bespoke services include preparing and presenting bids, together with full 'opportunity days' where we will escort your conference committee around a selection of potential venues – entirely free of charge and without obligation.

[The Full Monty](#)

As you would expect, CCCB can provide a massive range of support services including audio visual, catering, transport and tailor-made event management services. Everyone on the CCCB team and all our suppliers are dedicated to providing the ultimate delegate experience.

For more information on the services and expertise of the Chester and Cheshire Conference Bureau, don't hesitate to call us

today on 01244 000 0000 or e-mail
xxx@cccb.co.uk

(CCCB sell spread – Version 2)

(Headline)

When it comes to locating and organising the ideal venue for your conference, event or sales weekend, you can count on Chester & Cheshire Conference Bureau to come up with the goods...

With an unrivalled choice of world-class venues in one of the UK's finest locations, the Chester & Cheshire Conference Bureau (CCCB) gives you a head start.

Add to this a full range of professional event management services and it's easy to see why Associations and private sector organisations of every type make the CCCB their service provider of choice.

You can certainly rely on our local knowledge. CCCB staff have first-hand experience of all the hotels, conference centres and visitor attractions we recommend.

We work closely with you and your team to make sure everything runs smoothly. And don't worry about the cost. CCCB services are FREE!

We will search over 80 top-class venues as well as negotiating rates and availability to find a location that's just right for you.

Our expert staff will even create bespoke itineraries – pure inspiration, ranging from a day at the races to amazing helicopter flights.

When it comes to booking delegate accommodation – for small or large numbers - we know where to turn for high quality, affordable hotels.

Our free professional service enables delegates to book online, by post, fax or e-mail. In addition, they will each receive personalised booking confirmation together with a full information pack.

Great venues, locations and prices are just some of the attractions that make Chester and Cheshire a magnet for Associations throughout the world.

We also prepare and present bids, and we will escort your conference committee around potential venues – without obligation.

CCCB provide a wide range of support services including audio visual, catering, transport and tailor-made event management.

For more information, contact us today.

(Chester & Cheshire introduction spread)

(Headline)

***Conference and event organisers
throughout the UK and overseas recognise
the many attractions of Chester and
Cheshire...***

For so many reasons, the area is rapidly becoming one of the UK's premier conference destinations.

Impressive transport links, a wide choice of world-class conference venues and an attractive 'town-meets-country' environment appeal to both conference organisers and delegates alike.

The area itself is part of the thriving north-west conurbation where big cities like Manchester and Liverpool provide the commercial and industrial context for Cheshire's upmarket towns and centuries of heritage which, coincidentally, offer splendid leisure-time diversions.

Chester in particular - with its Roman walls, medieval buildings and the majestic River Dee running through the centre of town – combines a unique past with a modern, dynamic approach to commerce and business in an impressive contemporary package.

Beyond the city, Cheshire is an amazing county. Predominantly rural, the attractions include genteel market towns such as Nantwich and Knutsford, stately homes, stunning golf courses and beautiful gardens.

The 'strength-in-depth' of venues and leisure amenities available in Chester and Cheshire is especially popular with Associations whose delegates appreciate an extended experience of the region.

Likewise, organisers of conferences and events for corporate sector organisations appreciate the professional focus of the area's many and varied venues.

By any standards, Chester and Cheshire provide opportunities at every level for organisers looking to create a delegate experience that goes beyond the call of duty.

(CCCB Chester spread)

(Headline)

From its impressive conference venues to the superb choice of delegate accommodation, Chester is a city that means business...

With seriously big companies like HBOS, MBNA and

M & S Financial Services located on the edge of town, Chester clearly has the profile to impress.

Top-class hotels such as the five-star Grosvenor, or the marvellous mix of international eateries which include the Michelin-starred Arkle, set the tone. In every way, Chester provides a perfect package to mix business and pleasure.

Chester's unique heritage is central to the city's character – and yet life is lived very much in the present! Roman walls encircle the city, but Chester is outward looking and welcoming to Associations and the corporate sector who recognise the excellence of its location and amenities.

'The Rows' is a medieval two-tier shopping gallery right in the heart of town, yet all around is bustling modernity where upmarket specialist shops co-exist with national chain-stores.

Chester can be whatever you want it to be. Talk to the CCCB and we will create a tone that is relaxing or buzzing – or somewhere in between. That applies to whatever size of event you're arranging.

Maybe you fancy a day at the races? Chester's racecourse is Britain's oldest and with 13 meetings per year and excellent dining facilities, it provides a magnificent social occasion.

Chester Zoo is also a great day out. With more than 500 animal species in 110 acres of landscaped gardens and enclosures, it's the UK's largest zoo. Another not-to-be-missed attraction is Chester Cathedral with its medieval monastic complex, magnificent stained glass and medieval woodwork.

In Chester, there are surprises round every corner... a bijou restaurant, street entertainers, breathtaking architecture, the River Dee. The appeal of the city is on many levels. To find out more, talk to us today.

(CCCB Cheshire spread)

(Headline)

The many facets of Cheshire enable conference and event organisers to create rewarding and memorable experiences...

The diversity of Cheshire's attractions is key to its wide-ranging appeal with UK and overseas' Associations and corporate sector organisations.

On the one hand, it's a great place to do business (as the likes of Bentley Motors, Barclays and Astra

Zeneca have already discovered). A great choice of venues in world-class locations strikes a chord with clients, year after year.

On the other hand, the county's magnificent countryside, impressive heritage and ever-changing modernity hold a fascination which provides the ideal leisure-time add-on.

Wherever you travel in Cheshire, you'll find outstanding accommodation, quality restaurants and charming country pubs – perfect staging posts from which your delegates can explore the county's many offerings.

For great days out, visit Catton Hall with its clay pigeon shooting, paintball and archery. Jodrell Bank Radio Telescope is the UK's home of astronomy, whilst the Blue Planet Aquarium is Europe's largest.

For a taste of opulence, Cheshire has some of the most breathtaking historic houses in the UK: Arley Hall, Capesthorpe Hall, Tatton Park – to name just three.

Heritage of another flavour can be seen at the varied venues which reflect Cheshire's industrial past.

Macclesfield Silk Museum, Quarry Bank Mill and Port Sunlight, for example, are all well worth visiting.

Closely associated with Cheshire's beautiful countryside are its wonderful gardens. Notable among these are Tatton Park's Japanese Garden and Stapeley Water Gardens. 2008 is also Cheshire's '*Year of Gardens*' when all things 'gardening' are celebrated throughout the year.

For lovers of sport, Cheshire has some fabulous golf courses, whilst soccer and rugby enthusiasts can line up some great matches.

In short, Cheshire offers a wonderful mosaic of opportunities for hosting an unforgettable conference or event. To find out more, contact CCCB today.

('Travel' spread edit)

(Headline)

Chester and Cheshire are located in Northwest England. Served by major international airports at Manchester and Liverpool, the M6 motorway and main west coast railway line, Chester and Cheshire is one of the world's most attractive and convenient meeting points.

Getting here from overseas

Manchester Airport is right on Cheshire's doorstep. It is the UK's third largest airport handling over 22 million passengers per year. Facilities are world-class, with 95 airlines serving 200 international destinations.

Many of our venues are just a stone's throw from the airport – as are Chester and Warrington. Equally convenient is Liverpool's John Lennon Airport which also serves a growing number of destinations.

Chester boasts its own private airport, ideally located just south of the city. Chester Airport specialises in corporate and VIP flights and is a luxurious alternative to other Northwest airports.

The ports of Holyhead and Liverpool can be reached easily by road or rail making travel to the region by sea an attractive alternative.

***With conference organisers and delegates alike
appreciating the ease of access the region***

offers, Chester and Cheshire is fast becoming one of the most popular destinations in the Northwest.

Getting here from the UK

Between them, Manchester and Liverpool airports have links with all major UK airports including London, Glasgow, Belfast and many more.

The main west-coast railway line serves Cheshire well with fast and frequent services to the mainline stations of Chester, Crewe, Warrington, Runcorn, Macclesfield and Wilmslow. London is just over two hours away and there are direct trains from London Euston to Chester.

The M6 and M56 motorways provide excellent links with the national network. Many high quality venues are ideally situated along the M6 corridor making

Chester and Cheshire an ideal meeting point for delegates driving from all over the UK.

('Year of Gardens 08' page edit)

(Headline)

2008 is a perfect opportunity for your delegates to visit one of Cheshire's wonderful gardens and join in the 'Year of Gardens 08' celebrations!

What better way for your delegates to relax than to visit a beautiful garden in the heart of Cheshire – widely recognised as one of the great garden counties of Britain.

This year, Cheshire is celebrating 'Year of Gardens 08', an unrepeatable opportunity to see what's happening at the ten 'Gardens of Distinction' taking part... Arley Hall, Tatton Park, Lyme Park and others of equal appeal.

It's also worth remembering that this year will see lots of cross-fertilisation of ideas with our neighbours in Liverpool as they enjoy their status as 'European Capital of Culture 08'.

As this is a landmark year in more ways than one, it's great time to relax, refresh, renew – and maybe reflect on it all with a visit to an amazing Cheshire garden.
