

International Meetings Management for the Hotel Industry

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Table of contents

S.NO.	TITLE	Slide No.
1	Introduction	3
2	Why Birmingham?	4
3	Event Format	5
4	Key Themes	6
5	Workshops and Panels	7
6	The Welsh Showcase	8
7	Target Audience & Stakeholders	9
8	Expected Impact	10
9	Conclusion	11
10	References	12

Introduction

Aligned with *Year of Croeso* (Welcome) campaign

Celebrates Welsh culture in a multicultural context

Bridges tradition and innovation in hospitality

Explores inclusivity, storytelling, and guest experience (Pickel, 2025).

Why Birmingham?

Modern, central avenue near transport hubs

Birmingham: the UK's second-largest multicultural city

Easy access for global guests and Welsh businesses

Opportunities for cross-border networking (Evans, and Williams, 2024).

Event Format

Day 1: Opening ceremony, keynote speeches, Welsh Showcase

Day 2: Hospitality workshops, academic panels, closing performance

Parallel exhibitions of crafts, food stalls, and folklore storytelling

Networking sessions and business matchmaking (Rhodes II, and Hannum, 2024).



Key Themes



Cultural Hospitality: Integrating identity in guest service

Storytelling & Language: Using folklore and bilingualism

Inclusivity: Designing for diverse global guests

Localizations: Creating memorable, place-based experiences (Pandi, Spanaki, and Watson, 2020).



Workshops and Panels



Workshops:

- Designing culturally sensitive experiences
- Using Welsh identity in service branding

Academic Panels:

- Hospitality education and Welsh heritage
- Economic value of cultural tourism

Business Sessions:

- Boutique hoteliers and cultural success stories (Neelands et al., 2022).

The Welsh Showcase

Traditional food
and beverage
tastings

Live craft
demonstrations
and artisan pop-
ups

Welsh folklore
storytelling and
music

Interactive Welsh
language signage
and greetings
(Sánchez-Aguirre
et al., 2025).

Target Audience & Stakeholders

Hospitality professionals and
tourism operators

International students and
educators

Visit Wales officials and local
authorities

Cultural tourism consultants and
policymakers (Pickel, 2025).

Expected Impact

01

Increase awareness
of Welsh culture
across the UK

02

Promote authentic
and inclusive guest
experiences

03

Build partnerships
between Wales and
UK cities

04

Advance cultural
competencies in the
hospitality sector
(Pandi, Spanaki, and
Watson, 2020).

Conclusion

1

Stay connected via our website and mailing list

2

Explore partnership opportunities with Visit Wales

3

Use hashtag #ConnectedCultures2025

4

Feedback & report will be shared post-event (Neelands et al., 2022).

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