

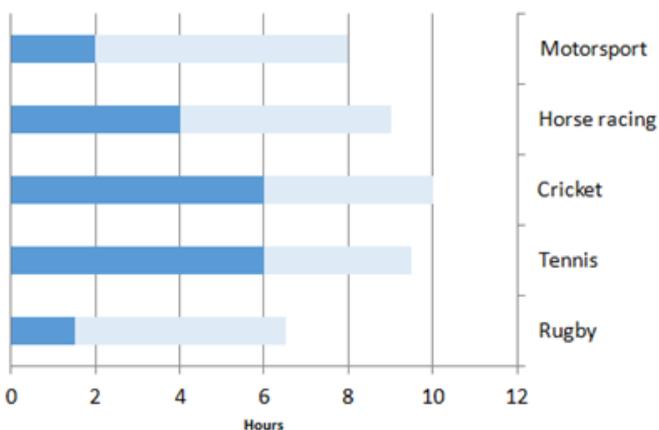
# Corporate Hospitality: The Value of Face Time



Unlike day-to-day meetings, sporting events are not time-bound or restricted by a one or two hour window. Therefore, a day can be leisurely spent in a relaxed and inspirational setting, resulting in a more engaged and productive gathering, whilst ensuring the very best customers and clients are in attendance.

It goes without saying that the need to demonstrate a return on investment remains a business priority, along with securing a positive brand message, however, we often find it hard to qualify what corporate hospitality means and what it can do for a company. Central to a company's marketing mix and often described as face time, entertaining at a sporting event allows you to invest in clients, building strong relationships through side-by-side communication.

The below graph summarises the number of hours hosts can expect to spend engaging face-to-face with guests during a typical sporting hospitality itinerary:



Duration of play: denotes the average time guests can expect to watch sporting activity  
Refreshment time: denotes the time guests will enjoy drinks, lunch and afternoon tea

Keith Prowse, the UK's leading hospitality and tours provider, asked 352 company directors, managers, partners and other decision-makers a series of questions about their business meeting preferences: 94% stated that downtime with clients builds far stronger relationships\*. This infographic underlines why corporate hospitality ticks all the boxes:

## CORPORATE HOSPITALITY

(Compared with traditional meeting formats and video conferencing)



Conducive to developing high levels of engagement



Generates inspiration



Agree  
Being taken to a corporate hospitality event underlines the value of your organisation



Face to face interaction with co-workers is necessary for effective teamwork



Downtime with clients builds far stronger relationships

### INSPIRES



### ENGAGES



## FACE-TO-FACE MEETINGS

(Compared to telephone or video-conferencing)

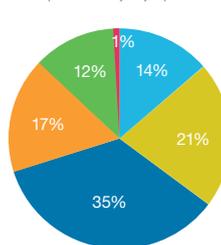


Engenders stronger business relationships



Crucial to engagement and builds trust and candour

Responses to "Why do you prefer face-to-face meetings compared with telephone or IT-based meetings"



- It is a reflection of how we perceive the client
- Establish cordial long term relationships
- Builds and cements good relations in a less formal atmosphere
- Quality events help attract the required decision makers
- A reflection of our organisations status, enhancing brand image
- Other (show appreciation, reward, increase morale, etc)

\*November 2012

For more information, visit [www.keithprowse.co.uk](http://www.keithprowse.co.uk)

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