



THE WORLD CUP

With the World Cup just around the corner, there are many business opportunities to be maximised. These seminars will provide a fantastic opportunity to tap into expertise from Carlsberg based on its Four Key Pillars of Success model:

- **Awareness** – looking at both internal and external awareness, ensuring that existing and potential consumers are aware of your intentions
- **Atmosphere** – in a study, Carlsberg found that 80% of consumers cite atmosphere as a key influence on where they watch England
- **Speed of Serve** – focusing on ways to maximise spend and service efficiency on match days
- **Sound & Vision** – a major contributor to atmosphere and key to ensuring that consumers have a good quality experience

2010 RATEABLE VALUES

Much debate has surrounded the sensitive subject of business rates as licensed premises up and down the country have received their new rateable values, effective from April 2010.

Rating experts from either Fleurets or Robert Clarke (depending on the seminar location), who specialise in giving advice to the licensed and leisure industry, will explain what the changes in rateable values mean in plain English and what licensees need to do to minimise their rates liability. They also promise to show attendees that far from being tedious, seeking expert rating advice is about making money (and saving money on fees)!

AGENDA

- 1.45pm Registration and Coffee
- 2.00pm Kick Off – BII
- 2.05pm Rateable Values with Q&A Session – Fleurets (south) or Robert Clarke (north)
- 3.00pm Half Time (Coffee served)
- 3.15pm The World Cup and How to Make the Most of it – Carlsberg
- 4.15pm Final Whistle

AGENDA

DATE	TOWN	VENUE	BOOKING DEADLINE*
23/03	Plymouth	The Ships Tavern & The Kings Head, Arcadia Road, Plymouth, PL9 8EG	16/03
24/03	Reading	Red Lion, 5 Church Street, Theale, Reading, RG7 5BU	17/03
25/03	Manchester	Moss Vale, Lockstock Road, Urmston, Manchester, M41 0TA	18/03
31/03	London	Kensington, Russell Gardens, Kensington, London, W14 8EZ	24/03
07/04	Derby	The Risley Park, Derby Road, Risley, Derby, DE72 3SS	31/03
08/04	Bristol	Codrington Arms, North Road, Yate, Bristol, BS37 7LG	01/04
13/04	Birmingham	The Horseshoe, 1214 Stratford Road, Hall Green, Birmingham, B28 9BH	06/04
14/04	Leeds	Old White Hart, Beeston, Leeds, LS11 8BZ	07/04
15/04	Sunderland	The Dene, Dovedale Road, Sunderland, SR6 8LS	08/04
27/04	Romford	The Sun, 47 London Road, Romford, RM7 9QA	20/04
29/04	Blackburn	Visitor Centre, Daniel Thwaites Brewery, Penny Street, Blackburn, BB1 5BU	22/04

*** PLEASE CALL 01202 242714 FOR LATE AVAILABILITY**

Numbers at each venue are limited so pre-payment is required to secure a place.



RAISING STANDARDS IN LICENSED RETAIL

Expert rating advice from



BOOK EARLY TO AVOID DISAPPOINTMENT