



Alphe UK Preparation for Educators

Contact Alphe

11-15 Emerald Street
London WC1N 3QL
United Kingdom
T: +44 20 74404021
F: +44 20 74404033
stephanie@hothousemedia.com

If you need us in London

Our mobile numbers are;
Stephanie Helliwell:
+44 753 565 4656
Stephen Roberts:
+44 795 894 5865

DATE: 31 August - 2 September 2012
VENUE: Westminster Bridge Park Plaza
200 Westminster Bridge Road
London SE1 7UT
United Kingdom
t: +44 (0)844 415 6790
www.parkplaza.com

Check-in time is 15:00
Check-out time is 12:00

Rough currency guide:
GBP £1 = US \$1.60
See www.x-rates.com for latest rates

BEFORE THE WORKSHOP

REGISTERING ON MEETING MANAGER

All conference communications are sent through our online system, Meeting Manager, so please register on the site as soon as possible. Simply go to www.hothousemedia.com/mm – click on Educator Registration and follow the steps. To complete the registration process, select the conference(s) you wish to attend.

If you are already registered on Meeting Manager, please log in and tick to apply for this conference.

BOOKING YOUR HOTEL ROOM AT THE WESTMINSTER BRIDGE PARK PLAZA

After selecting the conference(s) you wish to attend, the system will prompt you to book your accommodation. Click 'yes' and enter your required dates. You will then receive a confirmation email. Should you wish to make any changes, simply log in – go to conferences and click 'hotel booking' to edit.

If you do NOT require a hotel room please select the no accommodation required option.

Studio Rooms: The rate per night is £190.80 including 20 per cent VAT for a Studio Room. Breakfast is not included but there will be tea, coffee and pastries available in the conference room on the mornings of Alphe meetings.

Cancellation Charges

Cancelling your attendance within 35 days of the event will mean a charge of one night to cover the accommodation charge. If you cancel within 48 hours, you will be charged the full cost of the accommodation booked.

APPOINTMENT SCHEDULING

All meetings are booked through Meeting Manager. Make sure your profile is complete and up to date by 18th July, which is when the appointment scheduling function will begin. Any changes made after this will not be printed in the conference catalogue.

You will receive a reminder email just before you are given access to the agent list.

FORWARDING MATERIALS TO THE HOTEL

Please send packages labeled with the following things:

- FAO Ije Ukegbu, Event & planning Manager
- ALPHE Conference
- The name of your school, so that it can be delivered to your table ready for your arrival.

Mark your materials 'Information materials for conference' and give the insurance value as zero. This will help avoid customs delays and taxes. Check with your courier company what the materials have been delivered successfully before you leave home. Please ensure that your materials do not arrive more than seven days before the workshop begins. ►



POWER AT YOUR TABLE OR STAND

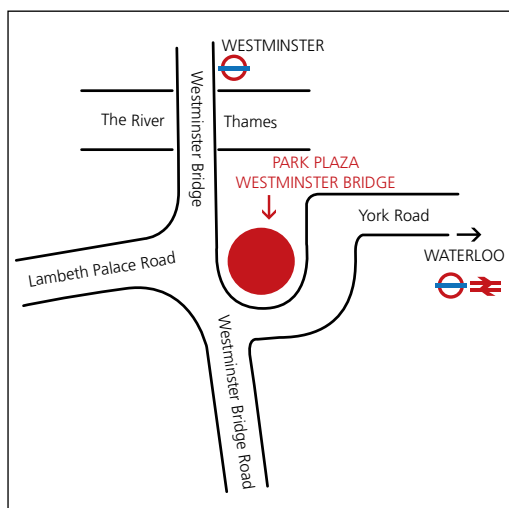
If you wish to use a laptop or other electrical device and require a power socket, please order this by emailing ashleigh_bunker@hothousemedia.com. These are charged at £30 plus 20 per cent VAT each and payment will need to be made by credit card in advance.

VISAS

To find out if you need a visa to enter the UK, go to www.ukvisas.gov.uk. Please ensure you apply for your visa at least two months before Alphe.

DURING THE WORKSHOP

GETTING THERE



Conference Hotel:

Westminster Bridge Park Plaza
200 Westminster Bridge Road
London SE1 7UT
United Kingdom

t: +44 (0)844 415 6790

f: +44 (0)844 415 6791

Check in: 15.00

Check out: 12.00 Noon

By Air

London Heathrow Airport (Main International Airport)

– distance from hotel: 25 miles

Drive time: 45 minutes, between £43-£75 in a taxi*

By train: Heathrow Express, 15 min to Paddington Station. Estimated price £16. Then take the Underground (Bakerloo or Jubilee lines via Baker Street) to Westminster or Waterloo.

By coach: National Express Coach to Victoria Station, 45 min, Estimated price £10. Then take the Underground to either Westminster or Waterloo

London City Airport – distance from hotel: eight miles

Drive time: 35 minutes, between £25-£35 in a taxi*

By train: Take the DLR from the airport to Canning

Town. Change onto the Jubilee line to Westminster

By shuttle service: Call 0845 095 9595 to book an executive shared ride or shuttle service for up to £28 into Central London.

London Gatwick Airport – distance from hotel: 30 miles

Drive time: 60 minutes, between £55-£90 in a taxi*

By train: Gatwick Express, 35 min to Victoria Station.

Estimated price £14.90. Then take the Underground (Bakerloo or Jubilee lines via Baker Street) to either Westminster or Waterloo

By coach: National Express Coach to Victoria Station, 1H

10min, Estimated price £6. Then take the Underground

(Bakerloo or Jubilee lines via Baker Street) to either

Westminster or Waterloo

London Stansted Airport – distance from hotel: 38 miles

Drive time: 1hr 5 minutes, between £60-£100 in a taxi

By train: Stansted Express, 35 min to Liverpool

Street Station estimated price £16. Then take the

Underground (Bakerloo or Jubilee lines via Baker Street)

to Westminster or Waterloo

By Coach: National Express Coach to Victoria Station,

1H 30min, Estimated price: £7. From Victoria take the

Underground (Bakerloo or Jubilee lines via Baker Street)

to Westminster or Waterloo

By Train

If you are travelling from within the UK, the hotel is easily reachable by train. Whether your train comes into Kings Cross, Euston, Liverpool Street or Marylebone, you can either hop on the Tube to Westminster or Waterloo or catch a black taxi to the hotel.

For more information on mainline trains and tickets:

www.thetrainline.com

For more information on the London Underground:

www.tfl.gov.uk/tube

By Road

If you are planning to drive, it is best to get a route from your exact point of departure to the hotel. The hotel has it's own route planning service at www.parkplaza.com/hotels/gbwestmi?s_cid=london_westminster (go to map and directions) or check out the following websites for alternative free route planning services;

www.rac.co.uk/route-planner

www.theaa.com/route-planner

Parking

There is a car park located directly behind the hotel (underneath the old Eurostar Terminal @ Waterloo Station) and it has 70 spaces.

The charges are as follows: -

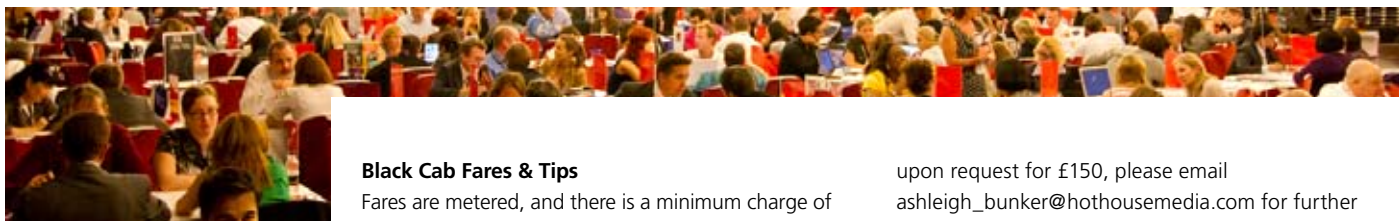
Up to 2hrs £6.00

Up to 4hrs £12.00

Over 4hrs £20.00

For further details please go to the following website: -

www.uparkltd.com/waterloo



Black Cab Fares & Tips

Fares are metered, and there is a minimum charge of £2.20. Black cabs are licensed to carry up to five people (six in the special Metrocabs and Mercedes Vitos) plus luggage. There are no additional charges for extra passengers or items of luggage within these limits.

There is a £2 charge when you take a black cab from Heathrow Airport and also a £2 charge when you book a black cab by telephone. Many black cabs accept payment by credit or debit card but check with the driver before the trip starts. If you pay by card there is an additional charge, which is typically between 10 per cent to 15 per cent of the fare.

STUDY TRAVEL MAGAZINE STAR AWARDS

The Gala Dinner and the STM Awards will take place at the London Hilton on Park Lane Hotel on Saturday 1st September. This is an excellent opportunity to network with over 700 of the industry's leading agents and educators. A complimentary ticket is included in your Alphe participation fee and will be given to you when you arrive for registration. Please RSVP by July 18th. Additional tickets are available

upon request for £150, please email ashleigh_bunker@hothousemedia.com for further details.

Dress code for the evening is 'Black Tie' for gentlemen and 'Evening Dress' for ladies.

Please let us know in advance if you have any special dietary requirements such as vegetarian, vegan or allergies in order for us to arrange alternative menu options.

If for some reason you are not able to attend the awards event, please let us know in advance by emailing ashleigh_bunker@hothousemedia.com

HOTEL FACILITIES

The Westminster Bridge Park Plaza has 1,021 guest rooms, 2,700sqm of meeting space, a signature restaurant and luxury spa. Located on the South Bank and directly opposite the Houses of Parliament, Big Ben and Westminster Abbey, the hotel is ideally placed for many of London's major attractions.

Breakfast, Lunch & Refreshments

The Alphe Café will be open from 8am on the Saturday and Sunday mornings serving complimentary coffee, tea and pastries and fruit.

Water will be available throughout the day from a central water station. Lunch is not included in your participation package but there is a host of eateries within the hotel as well as a good selection within easy walking distance.

Restaurants within the hotel

Brasserie Joel – fine dining
Ichi Sushi & Sashimi Bar - Japanese
1WB Lounge & Patisserie – tapas, afternoon tea, pastries
espressamente illy Coffee Bar – coffee and sandwiches
Primo Bar – cocktails

Local Attractions

Big Ben (two-minute walk)
Dali Universe (two-minute walk)
Florence Nightingale Museum (two-minute walk)
Houses of Parliament (two-minute walk)
London Aquarium (two-minute walk)
London Eye (two-minute walk)
National Theatre (five-minute walk)
Old Vic Theatre (five-minute walk)
Royal Festival Hall (five-minute walk)
Westminster Abbey (five-minute walk)
Young Vic Theatre (five-minute walk)

CONFERENCE ITINERARY

Friday 31st August 2012

13:00 - 17:00 Pre-registration in the hotel lobby
 17:30 - 19:30 Registration in the Westminster Ballroom
 Educators set up their tables and/or stands
 19:30 - 22:30 Welcome reception for educators and advisors

Saturday 1st September 2012

08:00 Venue and Alphe Café open
 09:00 - 12:30 Alphe meetings (30 minutes each)
 12:30 - 14:00 Lunch (not included)
 14:00 - 17:00 Alphe Meetings

Study Travel Magazine Star Awards

17.45 - 19:00 Coaches depart from the Westminster Bridge Park Plaza to the London Hilton on Park Lane
 18.00 - 18.45 Directors' Club drinks
 19:30 Dinner starts
 21:00 Awards presentation
 22:10 Band and dancing begins
 23.15 - 01:30 Coaches back to hotel at 23:15, 23:30, 00:15, 00:30, 01:15 and 01:30
 00:30 Clear venue

Sunday 2nd September 2012

08:00 Venue and Alphe Café open
 09:00 - 12:30 Alphe meetings (30 minutes each)
 12:30 - 14:00 Lunch (not included)
 14:00 - 17:00 Alphe meetings (30 minutes each)
 17:00 - 17:30 Clear tables and stands





For the Attention of:

Ije Ukegbu - Event Planning Manager
Park Plaza Westminster Bridge
200 Westminster Bridge Road
London
SE1 7UT
England

Company name: _____

Delegate name: _____

Event name: *Alphe Conference*

Part Number: _____ of _____