



Sit down with the best in the business

Alphe UK

ALPHE
The professional choice

Workshop Preparation for Educators

The information in the following pages will make sure you have a smooth and productive trip

Dates: 3 - 5 September 2010

Venue: Westminster Bridge Park Plaza Hotel
200 Westminster Bridge Road,
London SE1 7UT, United Kingdom

Tel: +44 (0)844 415 6790

Fax: +44 (0)844 415 6791

Check-in time is 15:00

Check-out time is 12:00 noon.

Rough currency guide

GBP £1 = US \$1.60

See this link for latest rates
www.x-rates.com/

pdf version

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If you do not have Acrobat, you can download it from Adobe for free



Booking your hotel room

We do this for you, as long as you tell us your arrival and departure dates and times at least twelve weeks before the first day of the event, after which time we cannot guarantee a hotel room for you. Each night is £158.60 for single occupancy or double occupancy including taxes. Breakfast is not included however the Alphe cafe will be open from 8am on the Saturday and Sunday serving complimentary coffee, tea and pastries.

We will confirm your booking by email - you do not need a booking reference number. Cancelling your attendance within 35 days of the event will mean a charge of one night to cover the accommodation we have booked for you.

Forwarding materials to the hotel

Please send to the following address;

Attention Conference & Banqueting
Alphe Conference F.A.O. Jane Gilham
Westminster Bridge Park Plaza Hotel
200 Westminster Bridge Road,
London SE1 7UT, United Kingdom

Please clearly mark the name of your institution on the package

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 that the materials have been delivered successfully before you leave home.

Make sure that your materials don't arrive more than seven days before the workshop starts.

Visas

You can find out if you need a UK visa on the website www.ukvisas.gov.uk

Apply for your visa at least two months before Alphe.

Contact details for Alphe

11-15 Emerald St,
London, WC1N 3QL, UK
T: +44 20 74404021
F: +44 20 74404033

If you need us in London, our mobile numbers are;

Jane Gilham
+44 753 565 4656

Stephen Roberts
+44 795 894 5865



Itinerary

Friday 3 September 2010

13.00 - 17.00 Pre-registration in the hotel lobby
17.30 - 19.30 Registration in the Westminster Ballroom
17.30 - 19.30 Educators set up their tables and stands
19.30 - 22.30 Welcome reception

Saturday 4 September 2010

08:00 Venue and Alphe Café open - Alphe staff available.
09.00 - 12.30 Alphe meetings (30 minutes each)
12.30 - 14.00 Lunch (not included)
14.00 - 17.00 Alphe meetings

Language Travel Magazine Star Awards

18.00 - 18.30 Coaches start to leave the Hotel for the London Hilton on Park Lane hotel
(If you are staying at the Hesperia or the Grosvenor Hotel then coaches



- will leave from there)
- 18.45 The bar opens at the London Hilton on Park Lane hotel for pre-dinner drinks
- 19.30 Dinner Starts
- 21.00 Awards presentation
- 22.10 Band and dancing
- 00.30 Clear venue
- (1st coach back to the hotel leaves at 23.45 and then every 10 minutes that)

· **Sunday 5 September 2010**

- 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
- 17.30 - 17.30 Clear venue

· **Making appointments with agents**

- All meetings are arranged using Meeting Manager. About 6 weeks before the conference begins you will be able to view the delegate lists. To access Meeting Manager go to www.hothousemedia.com/mm. Simply enter your username and password (which is the same for all Alphe's) and then select the conference in question. If you have forgotten your username and password use the "Forgot Password". Once in the correct conference environment, select those that you would like to meet and send an email request. If that delegate wants to meet with you they will select an empty appointment slot on your personal agenda and the meeting is arranged and confirmed

· **Appointments**

- You will meet dozens of people, so bring a camera and a questionnaire with the main topics you want to cover. Remember, the real work will start when you get home - the follow-up is the most important part of workshopping, so don't let your contacts forget about you.

· **Language Travel Magazine Star Awards**

- On the second night of Alphe, the Saturday, there will be a Gala Dinner and the Language Travel Magazine Star Awards. This is an excellent opportunity to network with over 500 of the industry's leading agents and educators. Your attendance at this event, along with all other Alphe attendees, is complimentary. Additional tickets may be purchased in advance for £150.00.

· **Hotel services**

- Park Plaza Westminster Bridge will be London's largest hotel opening in a generation, offering 1,021 contemporary guest rooms, 2,700sqm of flexible meeting space, including the Westminster Ballroom accommodating 1,400 people Theatre Style, over 30 Meeting Rooms, a signature restaurant and a luxury Spa. Located near London's vibrant South Bank and directly opposite the Houses of Parliament, Big Ben and Westminster Abbey, the hotel is perfectly located for a city break or business event. Waterloo mainline station and Westminster tube station are only 5 minute walk away as are the myriad entertainment offerings along the South Bank such as the London Eye, London Aquarium, Dali Universe, the National Theatre and the Royal Festival Hall.

- Park Plaza Westminster Bridge will have a signature restaurant, sushi bar, lounge bar, coffee shop together with an extensive array of hotel services such as 2 executive business lounges, 24-hour concierge services and a business centre.

- The hotel will also have a luxury Spa, a 15 metre swimming pool and a Fitness Centre.

Other services include:

Concierge

Cribs & high chairs

Babysitting service (upon request)

Children's menu

24/7 security and video surveillance in public areas

Multi-lingual staff

Baggage storage

Foreign currency exchange

Fully operational Business centre

Guest Laundry service

Wake up calls

Mobile telephones

Most mobile telephones with triband work in the UK.

Local airports

London Heathrow Airport

Distance from hotel: 25 miles

Drive time: 60 minutes

Directions: South/West

London City Airport

Distance from hotel: 15 miles

Drive time: 60 minutes

Directions: West

Tourism

There's plenty to see. Check this website.
www.visitlondon.com/