



Robinson College  
University of Cambridge

NEWS  
+  
Associations

## Welcome

**Welcome to the first issue of Association Plus, which brings you all the latest news and developments from Robinson College Cambridge to help you plan your event — and make the process easier. We'd also like your feedback — please take a moment to complete our short reader poll and you could be the lucky winner of M&S vouchers!**

## College+

### new initiative launched with local hotels

Robinson College is meeting the needs of its conference clients by partnering with local hotels to provide a year-round facility for residential events.

Its **College+** Scheme offers nearby accommodation at branded hotels in Cambridge throughout the year during term time; in non-term time, delegates can stay on-site in ensuite study bedrooms.

Rose McDonald, Head of Sales at Robinson College said: "**College+** means that we can deliver what our conference clients are requesting, without having to restrict the timing of events to just the vacations.



"The first event to use **College+** has just taken place — the Institute of Structural and Molecular Biology at UCL/Birkbeck College's fourth ISMB Retreat — and the client was delighted at being able to have a wider choice of dates and at the seamless way it all worked.

"Delegates were able to collect their hotel keys at registration here at Robinson and then be taken by coach at the end of the day's proceedings to their designated hotel. The following morning, coaches were waiting to collect delegates who were then brought to the College for a delicious breakfast.

"We are very grateful to our hotel partners in Cambridge — Premier Inn and Holiday Inn Express — for working with us on this initiative and making it happen."

Aidan Walshe, Regional Sales Manager, East Midlands and East Anglia, Whitbread Hotels and Restaurants added: "Premier Inn is very proud to work with an institution as respected as Robinson College. I am sure that our partnership will go from strength to strength and this is down in no small measure to the professionalism and dedicated nature of the people I work with from Robinson College."

[For more information on Robinson College conference facilities click here](#)

## Delegate+

### helping you manage delegate bookings



Robinson College is achieving a UK first with the introduction of a customised state-of-the-art system to help its conference clients manage delegate bookings.

Working in partnership with Grass Roots Delegate Management Services (DMS), a leading international meetings, events and communications agency, the Robinson team has created a professional delegate management system, which reflects the specific needs of the venue and its client base.

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**Delegate+** is a user-friendly operating system that will help clients, some of whom are not seasoned event organisers, to manage delegate bookings for their conferences and events easily and accurately. It is also data-secure so delegates booking in can be assured that their details remain totally confidential. It can be used on a standard desktop, laptop and iPad.

Rose McDonald, Head of Sales at Robinson College said: "This has been an exciting experience for our team, all of whom are now trained to set up and manage event registration for our clients. It is particularly thrilling that we believe we are the first academic venue in the UK to have such a tool and are sure that it will make a major contribution to the ongoing success of our conference and events business.

"Going forward we will be able to extend the Delegate+ facility to offer a helpdesk facility for a specific conference or event with a dedicated telephone line and the ability to handle delegate payments from national and international clients online or through the helpdesk."

Giselle Ripken, Managing Director of Grass Roots DMS said: "This has been a new departure for us to create a tailor-made tool for Robinson College and we have enjoyed the challenge. The DMS has a number of features that will appeal to event organisers including the facility to brand it with the client's identity, monitor bookings and progress to enable additional marketing if required and assure delegates using the system that their personal data is secure."

[Discover how Robinson College has earned its reputation for hosting excellent conferences](#)

### Free wi-fi for delegates enhanced IT provision

Robinson College has just completed a major upgrade of its IT provision and is now able to provide wi-fi in all its bedrooms — free of charge to conference delegates.

All ensuite bedrooms in the main College building have 300mbps connection speed, in addition to access points in all key public areas.

The announcement comes at a time when the issue of venues charging delegates for wi-fi access is still a highly controversial issue.

David Johnstone, IT Manager at Robinson, said: "This is a very popular move with people attending residential conferences here. We have supplied wi-fi in public areas for a long time, but being able to access it in our bedrooms is a major step forward in setting us apart from other venues."

Nick Milne, Conference & Catering Manager added: "We are delighted to add free wi-fi to our in-house offering and hope that this will be a key incentive to new organisations looking for a venue to hold their event. There is a great deal of debate in the industry on charging for wi-fi with which we disagree and are happy to provide it free of charge."

[See our full range of conference accommodation](#)

### Shop and stay on us! complimentary bed and breakfast offer

We are delighted to be able to offer a number of complimentary Bed and Breakfast stays for association representatives at Robinson College during December and January.

It's a perfect opportunity to come to Cambridge for your Christmas shopping or bag a bargain in the January sales!

The offer is open to representatives from associations which may wish to hold an event in the Cambridge area in the future and comprises one night's complimentary B&B for you and a guest in our ensuite study room accommodation.

All we ask is that during your stay we have the chance to show you around our Conference & Events facilities at a time to suit you.



Simply decide on a date between 12th and 20th December 2011 or 3rd and 12th January 2012 and call us on 01223 332859 or email [conference@robinson.cam.ac.uk](mailto:conference@robinson.cam.ac.uk) to check availability.

*Terms and conditions: this offer is subject to availability within the specified dates, there is no cash alternative, time for a showround must be agreed at the time of booking and bedrooms are either single bedded ensuite or sets of two single bedrooms with shared ensuite.*

[For more information on the City of Cambridge click here](#)

### How has the VAT increase impacted on your business?

As we approach the anniversary of the increase in VAT from 17.5% to 20%, we ask how this has affected your conference business as an association. Please complete the Survey Monkey poll — all responses will be entered into a prize draw with the chance to win M&S vouchers. [click here](#)

Robinson College was purpose-built with conferences in mind to bring in revenue and regularly hosts residential and day conferences for over 250 delegates and drinks and canapé receptions for up to 700. State-of-the-art wi-fi (300mbps) is provided in all bedrooms, available to delegates free of charge. Registered as a charity, it offers modern buildings, traditional values and year-round conference facilities, including residential events during term-time by partnering with local hotels. Robinson has purpose-built theatres with state-of-the-art audio visual technology supported by trained technicians, award-winning cuisine and a location that allows excellent access from major road links and yet only a short walk from the historical centre. Robinson College has been awarded official Fairtrade College Status and holds AIM Silver and 4\* Campus accreditations.

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