



CASE STUDY

Dan Hurst, Head of Attractions at Up at The O2 shares his thoughts on being a member of UKinbound since 2017.

What advice would you give to someone thinking about membership?

I would highly recommend it. The events are very beneficial to get to know everyone within the industry and also build your company brand, messaging and even offering. You get immediate access to the network and the chance to be front and centre with key partners and suppliers. Compared to other organisations, UKinbound provides excellent value.

What are the main benefits to membership and why?

As an attraction, membership allows us to make new business contacts through events and the Directory, and also build on existing relationships through the year at regular events, which enables successful partnerships.

What makes you renew membership?

Committing to the membership and putting in all you can will generate results, and therefore it's never a hard decision to renew. If you don't put the work in, build the relationships, take advantage of great opportunities then you may struggle to justify memberships anywhere, but this one is our first on the list every year due to the hard work of the team and excellent opportunities on hand.

What advice would you give to a new member?

Our industry is made up of wonderful, talented and caring people so embrace it, be a part of it and live the same ethos and everyone will benefit from it. Be open to new business, take care of those you already work with and be available as much as possible. Also don't be afraid to be proactive and approach the UKinbound team with new ideas or requests.



Attend events, both the networking evenings and the exhibitions and trade shows. It is amazing how much messaging, updates and general business you can do at these events, whether it's in a B2B workshop or just over a drink in the break.

Dan Hurst
Up at The O2