



**INDUSTRY EXPERTS ANDREW WINTERBURN AND IAN QUARTERMAINE  
APPOINTED TO LAUNCH ADVANTAGE MEETINGS & EVENTS**

*Advantage Travel Partnership expands member proposition following demand*

**London, 12 June 2018** – Advantage Travel Partnership has appointed Andrew Winterburn and Ian Quartermaine to launch its new meetings and events offering – Advantage Meetings and Events. The business division will provide resources, expert knowledge, assistance and a white-labelled full-service event management offering for all Advantage members. Launching on the 12 June 2018, Advantage Meetings and Events will be available to all UK members before being rolled out internationally in 2019 to the WIN Global Travel Network.

With over 25 years' experience in the meetings and events industry, Andrew Winterburn was instrumental in building a global meetings and events business with offices in Europe, North America and Asia. Ian Quartermaine is a highly experienced meetings and events professional who was prominent in the creation, implementation and management of the international division of HelmsBriscoe, the largest venue finding service company in the world across 40 countries. The pair were appointed by Advantage to develop the meetings and events product to expand Advantage's portfolio of services for members.

Andrew Winterburn commented, "There is major growth in the SME sector which is driving the need for small to mid-size meetings. The UK M&E market is estimated to be worth approximately £21 billion, so this new solution will provide members with the fantastic opportunity to grow their revenues within this sector, service the needs of their existing clients and pitch for new business."

Ian Quartermaine added, "Over the course of our careers, we've arranged everything from small meetings to corporate overseas events for hundreds of people. We'll be able to share this experience with Advantage members to help them grow their own businesses by better serving their clients."

Advantage members will now have access to a dedicated Advantage Meetings and Events team, who will act as a seamless extension of their own business and provide additional support across the

diverse types of membership, from corporate travel management companies through to leisure agents.

Members will benefit from a variety of services and can choose from a mix of additional products to meet the business needs of their clients and the level of their own in-house expertise. Assistance will range from full service meetings management and marketing support, to venue finding, support on complex RFP and RFI development, as well as training and development.

As part of the meetings and events proposition, members will have access to pre-negotiated hotel rates, ability to request and book group rates with selected carries, supplier agreements with DMCs as well as print and design providers. Additional operational support such as budget and financial management, standard operating procedures and on-site event management staff can also be arranged by Advantage.

Neil Armorgie, Global Product Director at Advantage, commented: "We are thrilled to welcome Ian and Andrew on board to help us launch and implement Advantage Meetings and Events. We listened to our members and identified that more than two-thirds would like a meetings and events solution, with 88% already implementing meetings but requiring additional support. We are delighted to be launching a service that will support every member, whether they are established in the M&E sector, or just starting out."

He added: "The meetings and events offering will help members add value to their services for existing customers, generate new business and increase their profit margins."

Further information regarding the Advantage Meetings and Events is available upon request.

For more information visit [www.atp-me.com](http://www.atp-me.com).

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**Note to editors:** *Advantage Travel Partnership is the UK's largest independent travel agent partnership. Advantage leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £4.5bn of travel sales each year, making members experts in every aspect of the travel industry.*